

CHEMIST & DRUGGIST

The newsweekly for pharmacy

November 9, 1985

a Benn publication

PA reveals its
contract ideas
- SDP's Dr Owen
new ally?

SNC puts the
record straight

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adequate, says
Prof Li Wan Po
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W'S TOILETRIES
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COMMENT



Pharmacists may be somewhat astounded to read SDP leader Dr David Owen's words in support of the British Pharmacists Association this week (p822). So was *C&D*. The wording of the release, coming as it did from the BPA, had a familiar ring of cant. So *C&D* checked with Dr Owen's private secretary as to whether the former Health Minister wished to stand by his words. He does (our apologies to BPA for doubting it.) Perhaps members of the SDP pharmacist's group would like to have a quiet master to explain the majority view.

Mr Tom Luce, DHSS under secretary, has hinted that new legislation will not be forthcoming for at least 18 months (p826). He also questions to what extent the fear of a vast short term increase in NHS pharmacies is realistic. In view of the fact that one of the highest ever number of pharmacies to open in a single month was recorded in September, and that a considerable backlog of



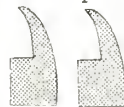
applications have still to be dealt with, perhaps the answer is staring him in his face. Granted all the 670 applications outstanding in September (*C&D* October 5) may not materialise as bricks and mortar, but even if half of them do it is an odds on bet that a good proportion will be opened by pharmaceutical entrepreneurs (as opposed to professional pharmacists) to become exactly the kind of premises the Department is trying to discourage.

And then there is the thorny question of manpower. A pharmacist is required to

supervise these premises. Does this mean yet more people are going to move into the better paid community pharmacy sector at the expense of the hospital service?

Mr Luce, in his address to the Institute of Pharmacy Management last weekend, also made a valid point that an expanded role will have implications for a pharmacist's training, especially in management and in patient orientated skills. He hoped these aspects would not be neglected. In this he appears to be in sympathy with Professor Li Wan Po, professor of pharmaceuticals at Queen's University of Belfast, who accuses the academic community of failing to provide the profession with relevant courses (p823).

The benefits that may follow from Nuffield are as yet undefined. The Government has reiterated its support of the contract often enough in the past weeks to make one believe it might be true. Let's see it happen.



BPA gets support of SDP's Dr David Owen

The British Pharmacists Association, whose alternative contract proposals were revealed at the RPA conference (p854), appears to have an important ally in its push for a role in future contract negotiations in the shape of Dr David Owen, leader of the Social Democrats and a former Labour Health Minister.

Dr Owen met the Association's joint acting general secretaries Meir Kattan and Charles Flynn last Sunday, and in a statement released by BPA this week says: "Every one knows that the Pharmaceutical Services Negotiating Committee is not fully representative of pharmacy or the pharmaceutical profession and never has been. It has also always enjoyed a cosy quango-like relationship with Government. The formation of the BPA (UK) spells the end of this cosy relationship. It is ridiculous that pharmacists and their profession have not been properly represented before."

"The formation of something like the BPA is long overdue," Dr Owen continues. "The Government must now be persuaded to recognise the BPA and give it an immediate seat at the negotiating table in all future policy decisions. If Government tries to 'play for time' on this issue, BPA

should not hesitate to use the law to take its rightful place at the negotiating table." He urged the Association to organise into a democratic union covering all ethical, professional and commercial matters.

Mr David Sharpe, PSNC chairman, is amazed at Dr Owen's statement. "I am utterly astonished that a former Minister for Health with the hindsight of a wizard appears now to be playing politics at the expense of a negotiating body with which, to my memory, he had no conflict. At no stage during his term of office did we have a quango-like relationship and certainly not a cosy one."

"Far from being cosy, our relationship with the Department of Health has bordered on the antagonistic and at several points during the recent contract negotiations the PSNC walked out because we were unable to accept the Department's proposals. I can only find Dr Owen's statement that of a politician in dire need of votes."

□ Mr Joey Martyn-Martin, the BPA's publicist, told *C&D* that the Association's full proposals for a new contract would be available in two to three weeks time. He says that the reason only 69 people had voted "against" Ashwin Tanna's new contract survey was that BPA members had been told there was no point in taking part as the contract was dead and buried.

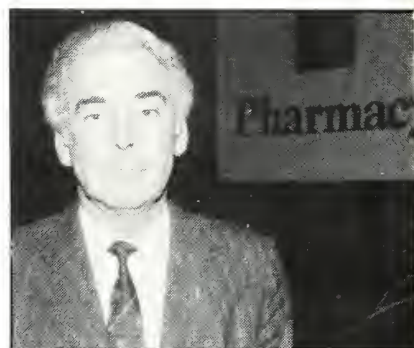
For all elections the notice and issue of nomination forms will occur not later than January 7. Nominations have to be returned by noon on January 24. Voting papers go out no later than February 11, to be returned no later than February 24. The results will be declared on or before March 18.

PSNC aims for MPs' pressure

Mr David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee, is asking all contractors to write to their MP about the new contract delay.

In a letter sent out with the NHS Newsletter 11/85, Mr Sharpe urges contractors to ask their MP to pressurise the Secretary of State into implementing the new contract at the earliest opportunity, either under the existing legislation which PSNC believes to be adequate, or under new primary legislation.

□ The newsletter also carries the timetable for next year's elections to Local Pharmaceutical Committees and PSNC itself. The term of office for current LPCs expires on March 31, for PSNC regional representatives on April 30.



Pharmaceutical Society secretary and registrar John Ferguson, who attended the Council meeting this week for the first time in this new capacity

Cough products — £40m wasted?

The £40m a year spent in the UK on cough medicines is wasteful, and some of the products purchased may be harmful, says the latest issue of the *Drug and Therapeutics Bulletin*. It welcomes the "drastic pruning" of the list of cough medicines available on the NHS.

The definitive treatment of cough depends on making an accurate diagnosis, the *Bulletin* published by the Consumers Association, claims. Only then can it be decided whether symptomatic relief is safe and worthwhile, the report says. Cough suppressants should be considered only when the cough performs no useful function and interferes with the patient's health and well-being.

Drugs intended for the promotion of cough are "mostly ineffective", it says. "The BNF considers expectorants of no more value than placebo; they do not promote expulsion of bronchial secretions. There is insufficient evidence of the effectiveness of mucolytics to justify rational prescribing."

Safeway plan for expansion

Safeway are hoping to raise £40m from institutional investors to finance their expansion programme in the UK.

The company plans another 40 stores over the next three years and its policy is to have pharmacies in as many new stores as possible. Another four in-store pharmacies — at Lymington, Wolverhampton, West Wycombe and Biggin Hill are due to open by the end of the year, making 24 in total.

Mr David Horbury, present pharmacy superintendent, is shortly to leave the company, *C&D* has been told.

Tell the truth...

Pharmaceutical General Council chairman W. Scott McConnell has challenged the BPA to tell the truth about "grossly inflated membership claims".

The challenge appears as the latest move in the publicity battle being waged in the Scottish Press. Edinburgh and Glasgow papers carried the piece at the beginning of the week, in response to BPA claims of a membership of 10,000. The PGC doubts if the BPA has 50 Scottish members.

PSNC puts the Press straight

A plea for journalists to check their facts with the Pharmaceutical Services Negotiating Committee before writing articles on the new contract was made at a Press conference on Tuesday.

PSNC chairman David Sharpe said the British Pharmacists Association had gone out of its way to perpetrate a series of lies on the potential effect of the new contract. The claim that 3-4,000 pharmacies would close was "absolute rubbish", he said. The possible figure was more like 250. He hoped that journalists would in future make sure their facts were accurate.

He dismissed allegations that PSNC was undemocratic by referring to the "independent survey" in last week's *C&D* (p782) which showed contractors to be 10:1 in favour of the new contract. He went on to say that PSNC and the Government were not against new pharmacies opening, they just wanted them in the right places. He confirmed that PSNC was not prepared to compromise on any issue of the new contract.

PSNC's chief executive Alan Smith said if there was a two year delay in the new contract it might then be more difficult to get the profession's co-operation because there would be a larger number of small pharmacies uneconomic to the NHS. Over 700 new pharmacies were waiting to open.

PSNC had written to the Health Minister asking him to bring in the primary legislation needed to implement the contract or to join PSNC in a judicial review to ascertain the true legal position. A reply was still awaited.

PSNC's public relations committee chairman Allen Tweedie added that the new contract also provided the basis for pharmacists to give an extended service to the public. If the contract was delayed these benefits would be delayed.

When asked why the public should care if a pharmacy contract was delayed for two years, Mr Smith replied that he hoped the public cares how taxes are spent and about getting value for money. They should also care about having pharmacies within easy reach, he added.

The Press conference was attended by the *Times*, *Daily Telegraph*, *Guardian*, Press Association, BBC Radio 4, LBC and two doctor's newspapers.

PSNC sat down to restart negotiations with the Department on Thursday. Chairman David Sharpe said: "We shall be exploring with officials how we can best implement legislation."

Chemist & Druggist 9 November 1985



"I knew PSNC had changed its approach, but this is going too far."

Challenge on for academics

Pharmacists' advice on medicines is often based more on gut feelings than on scientific fact. And the academic community is guilty of failing to provide the necessary courses. Professor Alain Li Wan Po, professor of pharmaceuticals at Queen's University of Belfast, told graduates at the annual prizegiving (see also p830).

By law membership of the Pharmaceutical Society means pharmacists will be among those who have a monopoly over the supply of medicinal agents, and generally this right is conferred for life. This position is up for challenge, said Professor Li Wan Po.

"We have seen precedents in the legal, banking and ophthalmic professions, and already there are signs of closer monitoring in the form of employment surveys and the Nuffield Enquiry into Pharmacy. As a healthy profession which can justify itself, we should indeed welcome such challenges but how best should we prepare for them?"

As a result of administrative responsibility, and lack of will to keep up, in the classical "oh" what is the point, syndrome, the scientific competence of the average pharmacist and indeed of most professionals declines with passing years, said Professor Li Wan Po.

Unless a profession can demonstrate that it deserves special treatment there is little likelihood that it will receive it. Why should Government and employers pay more for pharmacists if less well trained individuals can do the job equally well, he asked.

"The level of expertise pharmacists have about the medicines they handle day to day can be significantly improved. Many probably regularly give advice

based more on gut feelings than on scientific fact.

"There must be a better way if the advice we give is to be any better than that which can be given by other intelligent individuals. To give optimum advice we need to know the seemingly useless scientific basis of such advice. Clearly regular up-dating is required."

The academic community is guilty of failing to provide the necessary attractive and relevant courses needed by the profession, said Professor Li Wan Po.

"In our rush to satisfy the University Grants Committee, the Science Research Councils and the like, pure scientists have often won the day in schools of pharmacy. And applied scientists in some schools have also failed us by sometimes masquerading poor science as applied science."

"In attempts to make our course practical we have occasionally made them superficial. While they may serve to provide the transient gloss to our finished product, they fail to provide the solid base required for the 30 years' practice which lie ahead of the average graduate."

"The challenge is on for academics to make their science more relevant to the practice of pharmacy and for pharmacy practitioners to make their practice more scientific."

No cyclosporin AIDS trial yet

Sandoz have no plans to use cyclosporin in clinical trials in UK patients with AIDS.

French doctors have claimed dramatic results after using the drug in two AIDS victims but their findings have been criticised by other medical authorities as being based on insufficient clinical evidence. A spokesman for Sandoz in the UK told *C&D* that the trial was not supported by his company.

So long



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'Contract could take 18 months' — DHSS official

Legislation to bring in the new contract could take 18 months to be introduced, Mr Tom Luce, under secretary at the Department of Health, has hinted. While he understood the profession's apprehension about new pharmacies opening up in the interim period, he questioned whether the fear of a vast short term increase in NHS pharmacies was realistic.

"There have been a certain number of applications to get in while the going is good. It remains to be seen how many turn into real pharmacies," he told the Institute of Pharmacy Management last Sunday in Ilkley.

"There must be a limit to the number of people who see advantages in opening an NHS pharmacy. We have great difficulty in seeing what is a temporary, and probably exaggerated, phenomenon as opposed to what is a trend."

In spite of the problems of the last month PSNC and the DHSS were entitled to take credit for at least the successful negotiation of a new contract, said Mr Luce. It was one of the most complex terms of service negotiations the DHSS had undertaken in recent years, and its difficulties stemmed from the unusually and varied nature of community pharmacy.

The success of the negotiations gave the prospect of a welcome improvement in relations between Government and pharmacy; a machinery for dealing with retrospective settlements and pay disputes; the prospect of a more stable and rationally planned market for trading and professional practice; a fairer and simpler system of remuneration; a more cost effective service, and the prospect of improvement in the rural service.

"In spite of the unexpected deferment of the new contract the Minister for Health will do everything possible to bring the negotiations to fruition, and to ensure that the prospect of improved services and relations between the Government and the profession is not lost," assured Mr Luce.

"Almost uniquely in the major health care services, one does not often read of delay in access to pharmacy care. These assets are well worth preserving," said Mr Luce. The Department does not have or seek the power to direct the future



Mr Tom Luce, DHSS under secretary

development of community pharmacy, but must ensure the terms of service encourage rather than hinder the balanced development of services.

The Government has given an undertaking to have prompt negotiations on the contractual implications of the Nuffield report, and will be anxious to make sure the NHS and the public gain the maximum possible benefit.

"Ministers will want to apply the usual tests of cost-effectiveness to proposals for role extension, and those with the best chance of gaining early acceptance will be those which are self financing," Mr Luce warned. "Nor will we be able to divorce proposals for role extension from the question of present standards."

There was little point in extending the pharmacist's advisory role if there was no clear understanding of what the public is entitled to by way of advice or of the "significant extent" to which advice is already covered in the remuneration system.

Mr Luce hoped there would be some increase in training in management and patient orientated skills — these would be required for improved performance. But the Department would not be easily persuaded that such training should be publicly subsidised.

Imports meeting

The National Association of Pharmaceutical Distributors is pressing for an early meeting with the Health Minister to discuss illegal parallel importing.

At the NAPD's recent half-yearly meeting, much time was devoted to debating the problems caused by illegal importing which was considered to be damaging to all sectors of the industry, both commercially and professionally. Members deplored the lack of effective Government action.

Other areas discussed were the case for a special wholesaler dealer licence for full-line *bona fide* distributors, an accreditation scheme and the associated case for differential discounts. These and other matters will also be brought to the attention of the Minister.

Shops bill soon, MPs told

A bill to remove restrictions on shop opening hours will be introduced early in the new Parliamentary session, it was revealed in the Queen's speech on Wednesday.

Opposition is expected from Tory backbenchers to the bill, in addition to USDAW sponsored Labour MPs.

The 1876 Cruelty to Animals Act is to be replaced with a new bill to provide tighter controls on the use of live animals in scientific procedures. The bill is based on proposals from the Home Secretary's Advisory Committee report on animal experiments made in 1981.

A consultative green paper on the EEC product liability directive is to be issued before Christmas. The Department of Trade says legislation will be introduced as soon as the Parliamentary timetable permits.

'Pill' cleared in cancer study

Young women on the "pill" run no greater risk of breast cancer, a new study in *The Lancet* claims.

The findings show no significant increase or decrease in the risk of breast cancer for users according to age at first use or subsequent duration of use. There was no significant alteration in risk for women using "high progestogen potency" contraceptives before the age of 25 or for those using the "pill" before first-term pregnancy.

The report comes from the United States Centers for Disease Control in Atlanta. In the population-based case-control study, the oral contraceptive histories of more than 2,000 women with diagnosed breast cancer were compared with a similar number of controls. The results contradict the 1983 reports of Drs Pike and Vessey which caused widespread concern because they showed that long-term use of the "pill" at young age was associated with a substantial increase in breast cancer risk in women up to 37.

A *Lancet* leader warns of the risk of accepting comfortable results too readily. It points out that there could be a latent period of up to ten years before breast cancer develops, and therefore the overall results of studies that includes young cases of breast cancer will underestimate any long-term risk of early use of the "pill".

Accused of script fraud

A doctor and a pharmacist defrauded the DHSS of more than £1,000 by altering prescriptions after the original dispensing had been carried out, it was alleged at Bolton Crown Court on Wednesday.

Dr Peter Mann, 50, of St Annes Close, and pharmacist Sidney Gold, 56, of Park Road, both Prestwich, Manchester, deny six specimen charges of obtaining money by deception. Mr Michael Shorrock, prosecuting, claimed the GP, who practises at Albert Road, Farnworth, Bolton and Mr Gold, the next door pharmacist were "getting rich" by adding other drugs to prescription forms after dispensing.

Mr Shorrock said the offences came to light in October, 1983, when the DHSS carried out an audit of six bundles of prescriptions submitted for payment.

Seen by police, Mr Gold said "I only dispense what is prescribed" and Dr Mann told them "I have not done anything dishonest." The trial was continuing as C&D went to press.

Human fetuses in cosmetics?

The DHSS is looking into allegations that human fetuses are being used in cosmetics.

BBC's "Tomorrow's World" last week said that for years there had been unsubstantiated stories that in France and other European countries aborted human fetuses were being sold to make products claiming to rejuvenate ageing skin. The presenter expressed alarm that there was no legislation to prevent this practice in the UK and mentioned two UK companies prepared to supply foetal tissue.

A spokeswoman from the Cosmetic, Toiletry and Perfumery Association told C&D that none of its members used human embryos in manufacture or testing.

The House of Fraser are opening a chain of special shops retailing select ranges of cosmetics and perfumery. Called You, the first opened this week in High Wycombe and 40 are planned by the end of 1986.

BSC Pension Fund Trustees seek approval to refurbish the Langney shopping centre, **Eastbourne**, and adjoining houses at Wilmington Drive and Langney Rise, and to erect a new health centre.

Ideas about PR

I'm sorry to have to say it again, but our ideas of publicity have always been inadequate. Inadequate for a profession, and totally insufficient for the need we now have, to present ourselves properly. I'm not talking about image, but the reality to be revealed forcefully to an adult society.

Worse still, we have the chagrin of seeing a vociferous non-representative bunch of pharmacists really going to town. Their case is given into the hands of an energetic well organised PR man who is perfectly willing to present "facts" in a unique if insupportable way, but which, targetted directly on the people who matter, pretty well sunk our discreet, decent contract proposals in a matter of weeks. If ever you needed proof that PR pays there it is, with a vengeance!

PR should be the Society's job, not the NPA's, though the miserable £50 which was all they could persuade pharmacists to part with is better than nothing. I feel sorry for all at St Albans and certainly share their concern over media coverage. We have to change our PR approach drastically after what has been learnt over the last few weeks. Maybe the new broom of Lambeth will come in bristling?

Despicable and appalling...

The truth is out. I am despicable...I am absolutely appalling. My treatment of, and attitude towards drug addicts is quite unworthy of someone belonging to our noble profession. W.H. Howarth of Nottingham thinks so anyway, and who am I to stand against his word?

So let me write seriously regarding addicts. I grew wary when I was forced to realise that the addict is not what he projects himself to be in his dealings with the pharmacist. Irrespective of fair words, his interest in us is solely as the supplier of the thing central to his life, whether he is coming off or not. He is indeed unfortunate in having become addicted, but the fundamental change of character caused by this addiction is such that only a naive innocent would be willing to accept his unsupported word regarding his needs, or believe tales of the awful things which happen to his lawful supplies, which are intended to persuade prescriber or pharmacist to give more.

When I say I boot them out, I am using language to colleagues in a way intended to show there is no room for manoeuvre at all in "helping" the drug abuser. Ask

yourself...what is the most important possession in the world for the addict as he leaves your shop? His money or his drugs? If after picking up his script, he returns ten minutes later clutching the broken bottle, empty, wet from his spilled Physeptone, or with maybe one or two crushed tablets, would you believe him? Frankly, I don't, because the number of such "accidents" among the general public as against those of addicts show phenomenal disparities.

Looking back I find that in dispensing 100,000 routine scripts, we have had two bottle breakages in patients' hands. From less than 200 addict scripts, we have had one bottle breakage, one lot of tablets "lost", one set of three forward dated scripts "lost" and one lot of tablets used "by another addict in the family." So as a caring member of a caring profession I point them towards their caring doctors, who are either gullible, too busy, plain evil, or don't care and give them another supply, or are tough enough to refuse.

In my opinion, based on experience outside my dispensing practice, the general practitioner is not competent to take on the control and treatment of addicts because of the pressures of his normal list work. Many of us have had experiences in helping addicts who are trying sincerely to break the habit, but...it has to be accepted they are damaged personalities with whom there has always to be a guarded relationship. Of course, we treat all patients with courtesy, but at your peril do you involve yourself directly, beyond giving advice as to how they can get help or pointing out to parents and friends what they must look for if they suspect drug abuse. My humanity is alright. Merely tempered by experience.

Young forums

Peter Joshua doesn't think local branch meetings provide a medium for young pharmacists to discuss what is happening to the profession, but are more directed to social and educational aspects of pharmacy. Dead right. But only so long as those who attend them go along with it.

If anyone wants to change the thinking of a local branch all they have to do is attend meetings and make themselves heard, then get involved in office. They will find they have to do the practical work of running a branch...like organising meetings interesting enough to make members attend. Like keeping pharmacists abreast of developments. Like discussing the shape of our profession and formulating proposals which bear some relation to the realities of political willingness to listen. I wish them luck and welcome their freshness and concern...

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Remember, Christmas is just around the corner, the time when even more people turn to the plink plink fizz which means fast relief from over-indulgence.

So, now is the time to make sure you have enough Alka-Seltzer to satisfy the demand.

There's no reason to believe the Alka-Seltzer bubble will burst. So be ready with the plink plink fizz.

Emphasis on close links with the profession

The president of the Pharmaceutical Society of Northern Ireland, Dr J.G. Swanton, members of the Society's Council, and representatives of those presenting prizes attended the annual Queen's University pharmacy prize giving ceremony at the Society's headquarters in Belfast on October 23.

Dr Swanton emphasised the occasion marked the close professional links between the Society and the University department of pharmacy.

Professor P.F.D'Arcy, head of the department of pharmacy, summarised the work of the department during the past academic session. Forty students had graduated, four with first class honours, 21 students gained second class honours (div 1), ten gained second class honours (div 2), four gained third class honours, and one student gained a pass. This represented a 100 per cent pass rate in the final year and it could be regarded as a vintage year, he said.

The department had been equally successful with higher degrees. A DSc had been awarded to Professor W. Franklin Smyth for his research publications; he was appointed a visiting professor in pharmaceutical and medicinal chemistry during the year. A PhD had been awarded to Terry Maguire (pharmacology) and to Jalal Shamoon (biochemical pharmacology), and an MSc in hospital pharmacy to Mrs Hilary McKee (Purdysburn Hospital) and Mrs Cora Sonner (Ulster Hospital). Five other hospital pharmacists had completed their examinations and would graduate at the Winter ceremony: Mrs Rhona Fair (Waveney Hospital), Ballymena, Miss Judith Wallwin (Craigavon Area Hospital), Mrs Debra Paul (Ulster Hospital), Mr Derek Elliott (Royal Victoria Hospital), and Miss Susan Fogarty (a graduate from the school of pharmacy, University of Bath).

Professor D'Arcy said the 1984-5 academic session was the Department's thirteenth year. Over those 13 years there had been two DSc degrees, 34 PhDs, 26 MSc degrees in hospital pharmacy, six MSc degrees by research and 408 BSc degrees in pharmacy. This was, he thought, quite a respectable academic record for a young department.

He welcomed nine new full-time postgraduate students to the department: Mr Ahman Mahmud and Mrs Hadida Hashim, a husband and wife team from Malaysia, Miss Claire Gilligan, a pharmacy graduate from Strathclyde, and

Dr Lameck Chagonda, on secondment from the University of Zimbabwe. Miss Heather Benson and Mr David Jones had both returned to the department on DENI research scholarships. Miss Andree McCullum (Royal Victoria Hospital), Mr Alan Weir (Royal Victoria Hospital) and Miss Anna Kelly (a pharmacy graduate from Trinity College, Dublin) had joined the MSc hospital pharmacy course. Two other overseas students were soon



Mr Paul Kelly of Sangers (NI) plc presents the Sangers Award to undergraduate Paul Campbell, to research a project on "Medications in the home." The award, made for the first time this year, is to encourage students to gain experience in research or pharmacy practice

expected to join the department bringing the total up to 26 postgraduates.

A department is also judged by its scientific output, said Professor D'Arcy. The year had been a successful one, with a total of 71 books, research-papers, review articles and other scientific communications published. This makes a total of 383 publications since the department was created in 1971.

Department members have been active in attending conferences and courses and lecturing throughout the world. The help given by Dr J.S. Millership to the school of pharmacy, University of Zimbabwe, was typical. During the Summer he held a visiting appointment in Harare under the aegis of the British Council to assist teaching and research.

During the year the chair of

Pharmaceutical Society of Northern Ireland prizes

Medal for outstanding merit in final year: Miss K.M. Busby

Distinction in level 3 studies (£20): Miss K.M. Busby

Distinction in pharmaceutical chemistry level 3 (£20): Miss K.M. Busby

Distinction in pharmacology level 3 (£20): Miss M.M. Hill

Other awards

Best project final year (Pfizer-£40): Miss K.M. Busby

Pharmaceutics and pharmacology level 3 (Regent Martindale Pharmacopoeia): Miss M.M. Hill

Pharmaceutics level 3 (Ulster Chemists Association): D.S. Jones

Professional & clinical studies (R. Boyd Abernethy £50) Miss K.M. Busby, Miss M.M. Hill, Miss P. Keys

Joint elective subjects level 3 (Astra — £30) Miss D.R. Shields

Business management elective level 3 (Sangers (NI) plc — £50): Miss K.M. Busby
Level 2 studies (Boots Co): S.H. Traynor
Dispensing level 2 (ICI — £25) Miss M.I. Stevenson

Pharmaceutical legislation level 2 (Parke-Davis — £25) S.H. Traynor

Pharmacology level 2 (SK&F — £20) S.H. Traynor

Pharmaceutics level 2 (Smith & Nephew — £20) S.H. Traynor

Pharmaceutical chemistry level 2 (Galen — £20) A.R.T. McCord

Level 1 studies (Ivex — £20) Miss A.P. Hewitt

pharmaceutics had been filled by Professor Alain Li Wan Po. Dr Michael Scott had been appointed as a lecturer in hospital pharmacy, Dr Marie Maguire (formerly CAPO, EHSSB) had been seconded to the department as a senior research fellow, and Dr Dennis Morrison (principal pharmacist, NHSSB) appointed a part-time lecturer. Dr Eileen Scott had been promoted to senior lecturer, Mrs Muriel Singleton was honoured with a PSNI fellowship, Dr J.W. Swanton had been elected PSNI president, and Professor D'Arcy himself had been awarded the Harrison Memorial Medal by the Pharmaceutical Society of Great Britain.

Professor D'Arcy emphasised the importance of the strong and continuing links between the department and the professional society. This had been well illustrated at the prize giving ceremony, and augured well for the future.

Pharmaceutical Society of Northern Ireland president, Dr J.G. Swanton, presents the Society's Gold Medal to Miss Katherine Busby



Duo launch from De Witt

Patients bringing prescriptions for topical steroids and those asking for cosmetics or toiletries for sensitive skins are among the potential customers for two new products from De Witt International.

The products are Twice as Gentle liquid detergent and fabric conditioner which are specially formulated for sensitive skins. They will remain chemist only. Washing powders and, to a lesser extent, fabric conditioners, have long been recognised as important causes of skin irritation because of their harsh ingredients and because they are retained on clothing. Twice as Gentle liquid detergent (1 litre — enough for 10 washes, £1.69) is a blend of pure soap and unconventional detergents chosen for their low irritancy. It contains no perfumes, enzymes, optical brighteners, phosphates alkalis or chemical bleaches.



The fabric conditioner (1 litre, £0.99) contains no perfumes, is virtually odourless and does not build up on fabric. Both products are said to be as efficient as their conventional equivalents.

POS material includes showcards and shelf "talkers" and there will be trade incentives. The range, has been welcomed by the National Eczema Society and the Psoriasis Association. *De Witt International, Seymour Road, London E10 7LX.*

Queen comes out

Queen Cosmetics are looking for stockists for their hypoallergenic range, which up till now has been available only on mail order.

The range which is a comprehensive collection of women's toiletries and colour cosmetics has price points of between £2.10 for soap to £7 for a day moisture. It has been available since 1927.

The products will in December be promoted in the women's Press including *The Lady, Woman, Woman & Home* and *Mother magazine*. The campaign will include a 2,000 mail out special offer. *Queen Cosmetics, 34B High Street, East Grinstead, Sussex RH19 3AS.*

New heights for Elnett

L'Oreal are introducing Elnett hairspray in new fill levels and can sizes to comply with EEC recommendations. Pharmacists are advised to place orders before a price increase in the New Year.

The new cans are said to be more elegant and create a superior size impression. They will be phased in during the end of November and December as current stocks are exhausted, so that by January 1 all orders will be met by the new trial sizes. A price rise of about 12 per cent averaged across the range will take place



on January 1. It is the first price change for 12 months and covers the fill change, says the company.

Elnett will now come in 200ml, 300ml and 450ml cans while the 75ml remains the same. *Golden Ltd, 30 Kensington Church Street, London W8.*

Extended nails from Delore

The Delore nails range is being extended with the addition of a nail protector (15ml, £6.95) top coat, base coat which comes in a black pouch.

Delore for nails, launched in September, is currently being advertised in the women's Press including *Woman's Own, Woman's World* and *Slimming*. Distributed by *De Witt International, Seymour Road, London E10 7LX.*

Jackel's bear faced sponging

Jackel International are supporting Tommee Tippee disposable nappies with an on-pack promotion offering a free bear-shaped baby sponge in lemon.

The sponge is included inside each pack and is available with all sizes — promotional packs are flashed with a bear-shaped label. Jackel are also offering a promotion for trade customers on Tommee Tippee comfy cuff and four pack baby pants, with 10p off the suggested retail price on orders of 12 dozen or over. *Jackel International Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

Relax with Brewhurst

Two ranges of aromotherapy products have this week been launched nationally by Brewhurst.

The Tisserand range of essential oils comprises seven undiluted essences: rosemary, patchouli, rosewood, lavender, orange, geranium and ylang-ylang. All retail at £3.29 per 9ml bottle except the last two which are £4.49.

Bodytreats are ready-blended oils sold in box sets and suitable, says the company, for Christmas gifts. Each set (£12.50) comprises two bottles, one containing 15ml of bath oil and the other 55ml of massage oil plus a dropper pipette. *Brewhurst Agencies, Abbot Close, Byfleet.*

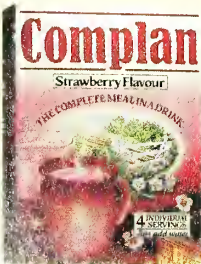
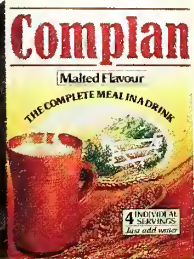
TV's Dreamland

Dreamland are spending £750,000 on a television campaign to promote their microchip controlled electronic overblankets range.

The commercial is running in the Central area for a further five weeks, and has a copyline: "All night warmth, all night long". *Dreamland Electrical Appliances plc, Shipyard Estate, Hythe, Southampton, Hants SO4 6YE.*

Coloplast book

Coloplast have produced a handbook "Objective continence — the systematic approach". The booklet covers types of incontinence, causes, assessment and treatment. Copies can be obtained from *Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs PE18 6QT.*





NEW LOOK

Complan provides you with essential iron, zinc, copper and brass.

Ingredients:

A BRAND NEW
TV COMMERCIAL.

THREE MONTHS'
NATIONAL
ADVERTISING.

BRIGHT NEW PACKS.

NEW EASY-TO-USE
SACHETS.

Directions:

Stock up now before
TV starts in January.

Benefits will be felt in
livelier cash tills and a
healthier bank balance.

FARLEY HEALTH PRODUCTS LTD.,
PLYMOUTH, DEVON, ENGLAND.

Standing room only for *EXTRA* Sales

Good looking — hard selling and practical. These two display stands will create a real impact in your store. "The maximum amount of product display in the minimum floor space" (7:1 selling to floor area ratio) that's what you get with the **Lady Jayne** spinner stand. Not to be out done **Miss Jayne** features a concise range of hair fashions on this attractive and colourful counter spinner unit.

Make Standing Room for Extra Profit with the No. 1 in hair fashions.

Lady Jayne
miss Jayne



Lady Jayne 1J00101 Spinner Stand



Miss Jayne 1745 Counter Stand



More Shocks from Wella

Wella have added a foaming gel (100ml, £1.49) and styling creme (125ml, £1.19) to the Shock Waves range of styling products.

Shock Waves foaming gel is said to combine the strength of a gel with the ease of application of a mousse. It is particularly suitable for "scrunch" or

"directional" styling.

The styling creme is a light finishing creme that gives a long lasting gloss to the hair. Applied with fingers or a comb the hair can be restyled as often as required, say Wella.

To coincide with the launch Wella have produced a new point of sale unit which allows for one facing of each product within the Shock Waves range yet is sufficiently versatile to offer the option to increase shelf space for "best sellers." Within the unit there is a dispenser for a new consumer leaflet which offers hints and tips on styling and introduces a promotional offer. Anyone purchasing two items from the range can send off for a free Megamix chrome cassette.

The offer is given further exposure in a December issue of *Smash Hits* magazine and is part of an advertising programme in young reader magazines such as *Just 17*, *Mizz*, *Looks* and *Hair Flair* which starts this month and runs through into 1986. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

and Aventura ranges, says the company. Sales are up 60 per cent on last year. *Cannon Babysafe Ltd, Lower Road, Glemsford, Suffolk.*

Prosport in action...

"Prepare for Action" is the theme of Prosport's new point of sale material.

Four sporting personalities are featured on the point of sale material, which forms the basis of a competition for retailers featuring a prize of a Finlux portable deluxe colour television with remote control. Retailers should contact their Prosport representative for further information. *Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Actifed Co and expectorant:	All areas
Askit powders:	STV
Beecham's Hot Lemon	All areas
Benylin paediatric:	Y,C
Benylin expectorant:	All areas
Biactol:	G
Body Builder:	All areas
Complete Care:	All areas except CTV,Bt
Crookes Strepsils:	All areas except CTV,Bt
Crookes vitamins:	All areas except CTV,Bt

Peaudouce are going Nana

Peaudouce are supporting Nana press-on towels with a trial promotion of 30p off coupons on packs of 20. The coupon is redeemable against immediate purchases of Nana.

The promotion has been planned to coincide with the start of the Nana television advertising campaign on Channel 4 this month. *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.*

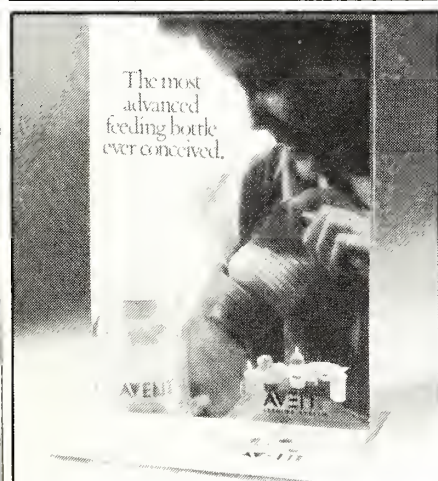
The family Pur

The Pur family of feeding teats will feature in a £400,000 television campaign to run for four weeks from Boxing Day. The ten and 30 second advertisements will appear nationally. *LSR Baby Products (UK) Ltd, Unit 18, The Fort Industrial Park, Dunlop Way, Chester Road, Birmingham B35 7AR.*

A new glow

Ultra Glow is now available in a new, improved pot. A heavier material has been used and the pot features extra gold embossing around the rim. It has a screw top and a tighter fitting seal. The sieve has been raised to minimise powder distribution and the old sponge has been replaced with a better quality one.

The see-through handled brush is being replaced by a new model. The natural beige hair brush will retail at the same price of £3.50. *Ultra Glow, International Business Centre, 90 Regent Street, London W1R 5PA.*

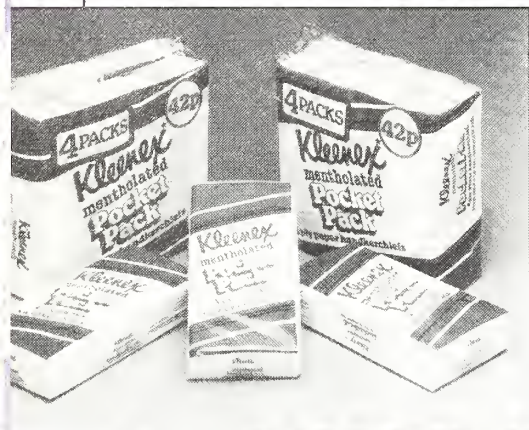


Three new display aids from Cannon are available to promote the company's feeding products.

A display stand can show the Avent or babysafe range. It has three shelves in moulded plastic and the overall height is 6ft, including header board. The stand incorporates hanging facilities.

The Avent range will be backed by two compact display cards. One is a freestanding perspex card, with an Avent bottle attached. The second is a laminated showcard with strut support.

The new POS material is part of the substantial support programme which Cannon are putting behind their babysafe



K-C pocket menthol packs

Coinciding with the start of the colds and flu season, Kimberly-Clark are launching mentholated pocket packs following the success of similar products on the continent.

The tissues are the same as the standard product but impregnated with menthol. Mentholated pocket packs will be available in single packs containing ten 4-ply handkerchiefs and in multi-packs of

four. To emphasise the difference from the standard product the new packs are in green instead of blue with the word "Mentholated" prominently featured.

"There is a significant market for menthol pocket packs on the continent — in Germany, for example, the market is worth over £3m — but they have never before been made widely available in this country," says Kimberly-Clark's facial tissues marketing manager Rosi McMurray. "Menthol is seen by cold sufferers as a means of relieving their discomfort and we are confident that a pocket sized handkerchief containing it will be well received. Increasing the total facial tissue market by expanding usage has been a cornerstone of our activities. Because of its specific appeal we do not see the new variety taking sales from the established product."

Special cash and carry cases offering 40 packs for the price of 34 will support the launch and the four pack will be pre-priced at £0.42. Both promotions will run until the New Year. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Peaudouce slip in Slipad Super

Peaudouce are adding Slipad Super to their incontinence aids range.

Slipad Super suits anyone who needs extra protection with a more absorbent incontinence aid, offering the same benefits as Slipad but with up to a third more padding making it more absorbent. It is available in three sizes to fit hips 19" to 32" (30, £12.99), 27" to 39" (30, £16.99) and 35" to 59" (30, £19.66).

Slipad Super, like Slipad, comes with a waterproof backing, special double quilted padding and soft, one-way liner to disperse moisture evenly. Re-sealable tabs and four strands of elastic around each leg ensure against leakage and odour.

Peaudouce have also produced a practical advice booklet on incontinence — "The considerate solution to incontinence." *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.*

Going crackers

Welfare Foods are extending their Rite-Diet range with the introduction of gluten free, high fibre crackers, which have a dietary fibre level of 14 per cent (150g £1.27), and low protein chocolate flavoured cream wafers (100g £0.75). The wafers, which are also gluten free, are an additional flavour to the vanilla cream wafers, say *Welfare Foods (Stockport) Ltd, 63 London Road South, Poynton, Stockport, Cheshire SK12 1LA.*

Plugged up!

Soft silicone re-usable ear plugs are now available from Anti-Noise Ltd.

The ear plugs are designed for industrial and domestic use and swimmers. They come in boxes of six, 12 in a retailer's pack (£12.50 ex VAT) *Anti-Noise Ltd, 216 Moss Lane, Bramhall, Cheshire SK7 1BD.*

A pinch of salt

Coopervision are re-introducing their balanced salt solution (15ml, £1.25 trade). It will be available from the manufacturers or wholesalers in packs of 12.

Coopervision Ltd, 371 Millbrook Road, Southampton SO1 0HW.

SCRIPT SPECIALITIES

Volumatic spacer device

Allen & Hanburys' Volumatic, a large volume spacer device, is designed for asthmatics who need more than an ordinary inhaler or rotahaler to ensure effective inhalation of their medicine.

The Volumatic comprises a 750ml chamber, moulded in two clear plastic halves, which detach and fold together for convenience (£4 each).

The spacer device will fit all the company's inhalers. The device is not yet available on prescription and distribution through Vestric, Hills, John Hamilton, East Anglian and Mawson & Proctor, is restricted to hospitals only for the time being say *Allen & Hanburys Ltd, Horsenden House, Oldfield Lane North, Greenford, Middx UB6 0HB.*

Thomas Morson say that difficulties with the supply of their **H-B-Vax** have now been resolved. Production has been stepped up and stockholding increased. Problems earlier in the year were caused by unexpected ordering patterns and the long lead times involved in production. *Thomas Morson Pharmaceuticals, Hoddesdon, Herts EN11 9BU.*

Bristol-Myers say that the 20-sachet size of **Questtran** will, in future, be available to hospital only. The carry pack of 160 sachets remains available for retail use. The move follows increased demand for the larger pack and lower demand for the smaller pack outside hospitals, say *Bristol-Myers Cardiovascular, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

Sofra-tulle is now produced in clear polypropylene film packs. The 10 by 10cm sachets are flow wrapped in packs of 10 or 50 with the pack size printed in blue on the film. This modern, hygienic method of packaging replaces the carton and is lighter, affords easier access to the product and allows stock checking at a glance, say *Roussel. There is no change in the formulation, sachet or price. Roussel Laboratories Ltd, Broadwater Park, North Orbital Road, Denham, Uxbridge, Middx UB9 5HP.*

BRIEFS

Squibb Surgicare point out that catheter adaptors (S-441) can be used to connect the **Accuseal** system to other foley catheters. *Squibb Surgicare Ltd, 141 Staines Road, Hounslow, Middx TW3 3JA.*

Now, twice the profit opportunity.



Now Night Nurse,
comes in capsules too.

£600,000
ON TV



Remember what capsules did for Day Nurse
doubled sales.



A NOT SO DISCREET OFFER FROM NANA.

In recent tests new Nana towels performed so well, we decided it was high time every woman had the chance to try them. So we're starting a fabulous introductory offer of 30p OFF on packs of 20. To give your customers an added incentive to try something new.

And to show we mean business, we're investing in a new Autumn TV campaign. To bring in even more new customers.

We're confident that once they've tried Nana they'll come back for more.



For Nana are much more than pretty, individual little packs. Each towel also offers top quality reliability and no-leak protection. Super absorbent and super safe.

But we believe that trial is the true test of quality. Which is why we're making this 30p OFF offer.

Nana individually wrapped towels – NOW with 30p OFF.

Better business – just for you.





Re-Vitaliasing with Kneipp

Vitalia are distributing Kneipp bath botanics, a range of herbal bath oils, and Kneipp herbal teas.

The products are based on the philosophies of the 19th century German naturopath, Sebastian Kneipp. His holistic treatments incorporated herbal remedies, sound nutrition, exercise and water therapy, in which the body is subjected alternately to hot and cold water. The water treatments are still widely practised, although not yet in the UK, and the International Federation of the Kneipp movement has over 175,000 members in 25 countries.

The bath botanics contain pure natural plant oils which are absorbed through the skin. Rosemary bath is intended for first thing in the morning to "wake up the system". Spruce and pine are intended for any time of day and meadow blossom is a "pick-me-up" for after work. Camomile

can be used to soothe the skin after sun and wind. Juniper, which contains wintergreen oil, is for use after jogging or strenuous sport, and hops help to relax the body before sleep. A bottle containing enough for 10 baths costs £3.50 and six small assorted oils in a gift pack also cost £3.50.

Initially six of the Kneipp Kuritees are being marketed in the UK (ten bags, £0.79). Reluxantee contains balm, hops and orange peel.

Laxatee is a combination of senna leaves, camomile flowers, fennel fruits and centaury herbs. Coughtee contains fennel fruit, primrose extract, thyme and waybread leaves. Puritee, said to cleanse impurities from the body, consists of the leaves of senna, birch and peppermint, and juniper berries.

Slimatee contains rhamnus bark, senna and peppermint leaves, black tea, lavas root, hibiscus flower and the golden rod herb. The ingredients of Rheumatee are woody nightshade stalk, willow bark, elder and senna leaves, juniper berries, larkspur flowers, sunflowers, primroses and red sandalwood.

Vitalia are distributing the products through health food stores as well as pharmacies. The teas have previously been available through health food stores from different distributors and under different names.

Advertising is still being planned but is likely to take place mainly through women's magazines, starting next March. *Vitalia, 8 Eden Hall Close, Hemel Hempstead, Herts HP2 4ND.*

January sales from Shulton...

Shulton will be featuring a special offer on the American couture fragrance Grey Flannel, by Geoffrey Beene.

For January on-counter, the 60ml aftershave lotion will be available at £7.95 compared with the normal retail price of £9.25. It comes in a special merchandiser holding 12 bottles. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

...and Almay

Almay will be offering special value packs in January on selected items.

For normal and combination skins, effective cleansing milk will be banded with conditioning skin tonic at £4.80. Normal retail price for both is £7.80. For dry skin, ultra light cleansing lotion

(200ml) is banded with gentle skin toner (200ml) at £5.10, compared to £8.10.

In the Total Care range hand smoothing complex and gentle cleansing bar will be available in twice as large sizes but will retail at the normal prices. The offers will be available while stocks last. *Almay 225 Bath Road, Slough, Berks SL1 4AU.*

Carronshore go to market

Carronshore Marketing International, the new distribution arm of Scottish Fine Soaps, have been appointed UK distributors for Perlier Natural Recipes skin and bodycare range, Pfeilring manicure implements as from December 2. They also distribute Role men's range. Carronshore appointed Ron Platt (ex Colson & Kay) as marketing and sales director in August. *Carronshore Marketing International, North Main Street, Carronshore, Falkirk.*

Kleenex tissues clean-up

A national radio campaign and price promotion will support the Kleenex facial tissues range this Autumn.

Following the Summer radio burst for Kleenex travel tissues, three new commercials have been created with the message: "Kleenex tissues — softness is our strength."

The 30-second spots promote the leading Kleenex brands and continue the approach of previous commercials featuring stars such as Paul Eddington and Joanna Lumley.

The £400,000 campaign will run nationally until mid-November and then for a further five weeks on LBC.

At point of sale, a 6p-off recommended prices promotion is available on Kleenex For Men, Kleenex Super 3 and Kleenex Regular. *Kimberly-Clark Ltd, Larkfield, Nr. Maidstone, Kent.*



Richards & Appleby are launching a new apple fragrance variant to their Blossom Basket range of soap and toiletry products. It will join the existing rose and apricot fragrances, which, as with apple from December 1, come in six 75g soaps in a drum, (£1.45), 200g talc, 400ml foam bath with moisturiser, which both retail at £0.99, and a 400ml hand and body lotion with pump dispenser (£1.25). *Richards & Appleby, Gerrards Place, East Gillibrands, Skelmersdale, Lancashire.*

Smith & Nephew remind customers that all orders and inquiries for consumer products (including Lilia White brands) should now be directed to Birmingham. Medical products only are handled from Hull.

Chemist & Druggist 9 November 1985

WHICH MR. OTHER IS ACCEPTABLE?

£50 Cheque Card
for conditions see over

BANK SYMBOL

NAME OF BANK

SIGNATURE *A. N. Other*

MR A N OTHER

Code Number 70 00 00 Card Number 1234567 Expires End OCT 86

1. 10. 1985 70-22-17

Pay *John Smith & Sons* or order

Forty-nine pounds 50 £49.50

pence

MR A N OTHER

A. N. Other

000016 70-22-17 52838755*

£50 Cheque Card
for conditions see over

BANK SYMBOL

NAME OF BANK

SIGNATURE *A. N. Other*

MR A N OTHER

Code Number 70 00 00 Card Number 1234567 Expires End OCT 86

1/10 1985 70-00-00

Pay *John Smith & Sons* or order

Forty-nine pounds 50p. £49.50p

MR A N OTHER

A. N. Other

000016 70-00-00 52838755*

£50 Cheque Card
for conditions see over

BANK SYMBOL

NAME OF BANK

SIGNATURE *A. N. Other*

MR A N OTHER

Code Number 70 00 00 Card Number 1234567 Expires End OCT 86

1. 10. 1985 70-00-00

Pay *John Smith & Sons* or order

Forty-nine pounds 50 £49.50

pence

FOR A N OTHER LTD

A. N. Other

000016 70-00-00 52838755*

£50 Cheque Card
for conditions see over

BANK SYMBOL

NAME OF BANK

SIGNATURE *A. N. Other*

MR A N OTHER

Code Number 70 00 00 Card Number 1234567 Expires End SEP 85

1. 10. 1985 70-00-00

Pay *John Smith & Sons* or order

Forty-nine pounds 50 £49.50

pence

MR A N OTHER

A. N. Other

000016 70-00-00 52838755*

From 1st January 1986 the old style cheque card issued by the banks listed below will be invalid. From then, accept only the new style card (until then, of course, you can continue to take the old card).

Above are a few examples of the things to look out for before accepting the new card for any transaction. Compare them one by one with the cheque accompanying them.

- A) Check the code number. Does it tally with the code number in the top right-hand corner of the cheque?
- B) Do the cheque and card have the same signature? Has the strip been tampered with?

£50 Cheque Card
for conditions see over

BANK SYMBOL

NAME OF BANK

SIGNATURE *A. N. Other*

MR A N OTHER

Code Number 70 00 00 Card Number 1234567 Expires End OCT 86

70-00-00

NAME HIGH STREET ANYTOWN ENGLAND

Pay *John Smith & Sons* or order

Forty-nine pounds 50 £49.50

pence

MR A N OTHER

A. N. Other

000016 70-00-00 52838755*

- C) Look carefully at the cheque. If it's in the name of a limited company or PLC the cheque card doesn't cover it.
- D) Look for the expiry date. Has the card expired?

They're all points you **must** check before you accept the card. If you're in any doubt at all retain the card and call for advice or assistance. If you're on your own, ask for further identification.

All the participating banks have got together to make business safer. If you do your job properly everyone's happy. Everyone, of course, but the other Mr. Others.

DON'T LET THE NEW CHEQUE CARD BECOME A THIEF'S PAY CHEQUE.

Sponsored by the Bank Cheque Card Committee.

BANKS ISSUING THE NEW CARD ALLIED IRISH BANKS PLC · BANK OF ENGLAND · BANK OF IRELAND · BANK OF SCOTLAND · CLYDESDALE BANK PLC · CO-OPERATIVE BANK PLC · COUTTS & CO. · C. HOARE & CO. · ISLE OF MAN BANK LIMITED · LLOYDS BANK PLC · MIDLAND BANK PLC · THE NATIONAL BANK OF NEW ZEALAND LIMITED · GIBBANK PLC · NATIONAL WESTMINSTER BANK PLC · NORTHERN BANK LIMITED · THE ROYAL BANK OF SCOTLAND PLC · STANDARD CHARTERED BANK PLC · TRUSTEE SAVINGS BANKS · ULSTER BANK LIMITED · YORKSHIRE BANK PLC

For high quality drugs at low prices, just pick up the phone.

There's only one problem with having a good idea. Eventually people will try to copy it.

The Evans philosophy is to support you the retail pharmacist by supplying high quality drugs at low prices, in any quantity you want, at any time you want them, through your local wholesaler.

Happily for us – and for you – we've been practising what we preach for some years now, so we know exactly what we're doing.

We know, for example, how to keep our prices competitive across our comprehensive range of products.

We know that it doesn't pay to cut corners, that's why our products are manufactured to exacting Evans specifications. We are also committed to uniquely identifying every individual dose form.

We've learned how to keep our range up to date by maintaining close contact with you and with GPs.

And we know how to react quickly and reliably to all your pharmaceutical needs, however large or small.

Of course – eventually, someone will have the good sense to try and imitate the Evans philosophy. Let's hope they know what they're doing too.

QUALITY DRUGS, WHOLESALER SENSE

Evans

A member of the Glaxo Group



(It still rings true)





Thanks to persistent coughing from the bedroom, Scamp is wide awake. Only when the Wright's Vaporizer is lit does the coughing subside, leaving Scamp to get some shut-eye.

He can make you money with his eyes shut.

From January this little chap will be working for you. He is the star of our first ever commercial for Wright's Vaporizer.

It will run on TV am, bright and early, just when mums will be watching.

And now that Wright's Vaporizer is no longer available on prescription, they'll be looking to you for advice.

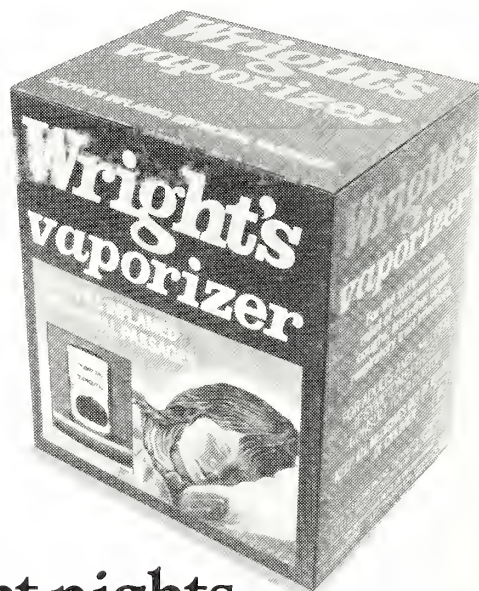
Unlike many cough medicines it's long-acting. The anti-septic vapour is breathed directly into the respiratory tract, soothing coughs and colds for a full 8 hours.

Which means everyone gets a good night's sleep. Including Scamp.

Obviously demand will be high. We've gone all out and re-packed the kit in a bright new eye-catching box.

Make sure you've got a good display of them. (Not forgetting to stock up with extra Wright's Vaporizing Fluid and Wright's Vaporizer Blocks).

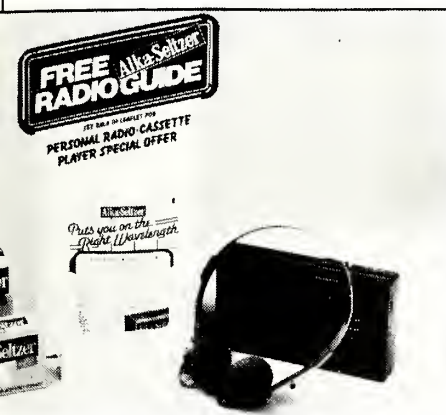
Then you can rest easy, knowing you can make money in your sleep.



Silent nights for adults and children.



member of the LRC International Group.



from November 1 until January 4. Volume sales were up 30 per cent following the earlier campaign, say Bayer.

To reinforce the Alka-Seltzer message among younger more socially active target groups, a free consumer radio wavelength guide, with counter display unit and point of sale material, is available to the trade. The guide provides details of all national, local and commercial radio stations and provides the consumer with a unique opportunity to save over 20 per cent on a Bush personal radio/cassette player.

Details and all materials are available direct from representatives, or from *Bayer UK Ltd, Bayer House, Newbury, Berkshire RG13 1JA.*

Fennings offer 14 to the dozen

During November, Fennings Little Healers will carry a bonus of 14 to the dozen on all orders of six dozen or multiples of six dozen. *Fennings Pharmaceuticals, 46 London Road, Horsham, West Sussex RH12 1AY.*

Weleda's cough elixir 100ml too

Weleda are introducing a 100ml pack of their cough elixir (£1.25). The elixir — which contains aniseed, ipecacuanha, thyme, pulsatilla, and horsehound — is supported by free POS, including a shelf-talker and poster.

Three special introductory offers, giving up to 49 per cent profit on return, are also available, say *Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbys DE7 8DR.*

Beers in screen

Brewmaker's Basic Beers, Best Bitter and Lager are now packaged in screen-printed packs to complement their Express Wine and Housewine cans.

The company says it has had favourable reaction from the trade to the established screen-printed packaging. *Brewmaker plc, Brewmaker House, First Avenue, Hillhouse, Southampton SO1 0LG.*

Plink, plink, fizz...

Alka-Seltzer is again being supported by a major pre-Christmas advertising and promotional campaign.

The advertising will feature a second series of lighthearted radio commercials designed to remind people to have Alka-Seltzer at hand to meet the demands of over-indulgence. "Christmas Day" and "New Year's Day" feature situations most likely to arise during the festive season.

In addition to the £560,000 spent already this year, a further £300,000 is going on posters, national radio and Press

The hottest 'pick-up' line this winter!

BODY WARMTH

Mr. Hot

Handy pack for instant heat

Safe, convenient **Mr. Hot** will provide 20 hours of soothing warmth, whenever, wherever your customers need it.

- **Mr. Hot** Relieves muscular aches and strains
- **Mr. Hot** Eases arthritic aches and strains
- **Mr. Hot** Gives extra body warmth for all outdoor or sporting activities, or for those at risk from the cold.

Mr. Hot sells himself from an eye-catching display outer containing 36 packs, each retailing at **59p**

David
Anthony Pharmaceuticals
Limited



Edwards Lane Speke Liverpool L24 9GH Tel: 051-486 7117 Telex: 629846 Hermes G



Keep Mr. Hot on your counter — and pick up the profit!!

Cash sales hit peak in Jul/Aug

In the first eight months of 1985 unit sales of the 39 product classes in the Nielsen drug index sold through pharmacies and drug stores have increased substantially when compared with the same two-month periods of 1984 – the average bi-monthly growth rate is plus 7.5 per cent.

The July/August growth of +9 per cent produced a sterling growth of +17 per cent, almost double the equivalent '84 increase for the same period and over three times that put on in 1983. Comparison of sterling and volume sales for '85 show drug index stocks prices inflating — up 5 per cent in Jan/Feb, up 6 per cent in Mar/Apr and May/Jun, and up 8 per cent in Jul/Aug, compared with the same periods the previous year.

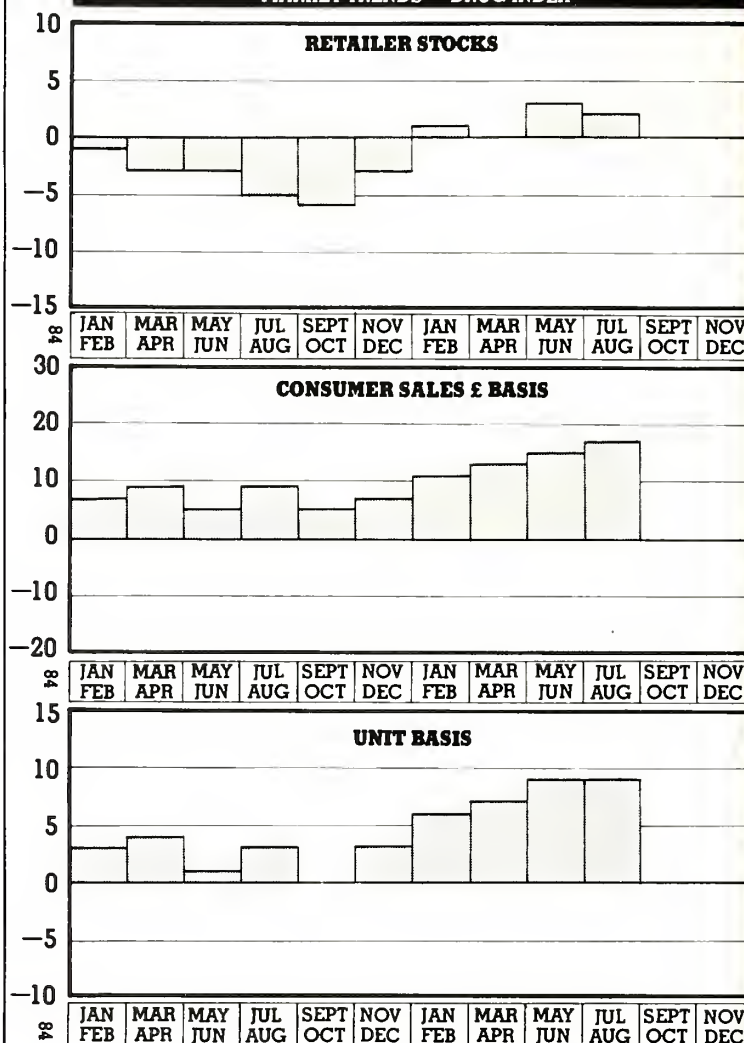
The improved sales performance was not at the expense of keeping more stock: the 17 per cent sterling put on in July and August came from just a 2 per cent stock increase. The stock trend is up compared with last year, however; on average annual bi-monthly stock figures showed an average 3.5 per cent drop.

The second chart shows how pharmacy sales are split between NHS prescriptions and over-the-counter trade. In 1984 the percentage balance was 67:33 in favour of NHS scripts. The trend for 1985 is difficult to spot based on just two bi-monthly periods but script sales took 68.8 per cent of the pharmacists turnover in March/April. The limited list was introduced in April and later figures may show the expected fall-off in the costs of scripts dispensed.

Up to Mar/Apr '85 NHS sales had risen steadily to £238.7m for two months (average sales in '84 were £221.7m).

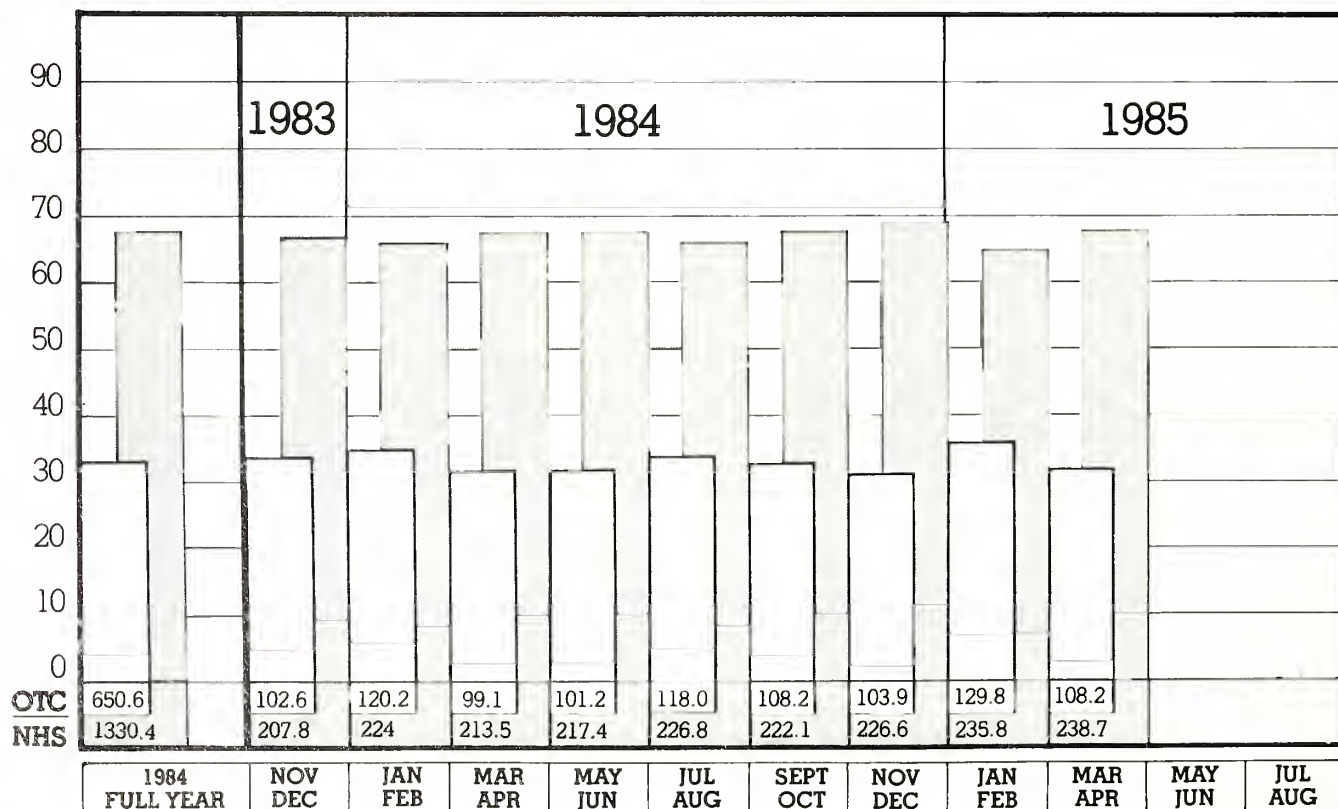
PHARMACIES & DRUG STORES

MARKET TRENDS – DRUG INDEX



OTC v NHS £% SHARE OF PHARMACY TURNOVER

DRUG INDEX



**Celebrating
35 years
of head lice control**



They put their heads together...

**CARYLDERM
LOTION**

the family treatment kit
for the elimination
of head lice
in two hours

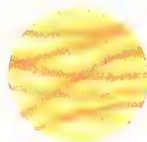


free comb

110 ml

CARYLDERM

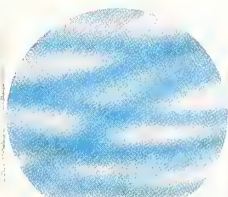
for the elimination
of head lice in two hours



110 ml

**PRIODERM
LOTION**

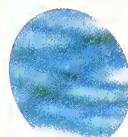
the family treatment kit
for the elimination
of head lice
in two hours



with free comb

110 ml

PRIODERM



110 ml

... so we did, too.

Modern thinking on family head lice control demands immediate, thorough treatment for all, even if only one head is infested.

It's the only way to be certain that infestation and reinfestation through day-to-day head contact is eliminated from the family group.

To help you bring home the point to your customers we've introduced new PRIODERM and CARYLDERM FAMILY TREATMENT KITS with stylish new pack designs for maximum visibility.

Each contains 110ml of 2-hour kill lotion, a nit comb for effective treatment and diagnosis, plus detailed advice and instructions for use.

Family treatment kits are a brand new approach to the problem of head lice, and an excellent opportunity for you to increase sales in this area.

So contact us now for your FREE merchandising starter pack, including a colourful and informative new educational leaflet for your counter.

PRIODERM®

LOTION, SHAMPOO AND FAMILY
TREATMENT KIT

CARYLDERM®

LOTION, SHAMPOO AND FAMILY
TREATMENT KIT

Further information is available from:



Napp Laboratories, The Science Park, Cambridge CB4 4BH. Member of the Napp Pharmaceutical Group

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Prioderm Lotion and Shampoo contain Malathion. Carylderm Lotion and Shampoo contain Carbaryl.

O.T.C.



In the fast moving world of O.T.C. lines, it's not just a question of stocking the right products. It's having them at the right time and the right price as well.

Vestric can make sure you achieve this, with four distribution centres, all stocked up with the leading brand names in the field.

Our O.T.C. range is extensive, housed in some of the largest warehouses in the business. Dealing solely with O.T.C. products and handling them round the clock daily, means we have developed some of the best systems around. Overnight transport, a national freight system and bulk palletisation are all commonplace at our

P.D.Q.



tribution centres. All interlink ending up with
fleet of delivery vans making regular visits to
trick's customers all over the country bringing
ducts right to your fingertips.

So if your want the best O.T.C. service
and go for Vestric — the name that delivers
rytime.

Vestric
***We're always there,
we always care.***

You've heard the rumours.
You've read the stories.

Now. We would like
to make our position
perfectly clear.

- *Many GP's are reluctant to prescribe unbranded drugs.*
- *Gx is a Brand.*
- *Gx is reimbursed at full Gx Brand prices.*

The current position:

- *GP's are already prescribing Gx.*
- *However, some wholesalers are refusing to make Gx available.*
- *Very attractive introductory offers are available to you.*
- *Use Freefone Gx for immediate delivery.*

Freefone DIAL 100 ASK FOR

A member of the Glaxo Group

of Companies

Gwynedd covers an immense area in North West Wales, but is very thinly populated. It is not surprising, then, that of 138 GPs in the county 49 (in 23 practices) are dispensing doctors. Nor is it surprising that they dispense 19 per cent of prescriptions.

However, no survey has ever been conducted into the distribution of the doctors' dispensaries. This survey set out to discover what proportion of them were in locations where they would be expected to be, that is, remote from pharmacies.

The results of the survey are set out in the table.

A surprising find was that seven of the practices had no branch surgeries. And six of these are dispensing in locations close to a pharmacy. It is hard to see the justification for these doctors' dispensaries.

In total, 13 of the 23 main surgeries are situated close to pharmacies and nine of these have dispensaries. Ten out of 34 branch surgeries are situated close to pharmacies, but only one has a dispensary. A minimum of nine of the branch surgeries remote from both pharmacies and main surgeries do no dispensing, another rather surprising finding.

Where is the dispensing done in Gwynedd?

Gwynedd LPC has taken a look at the distribution of dispensing surgeries in the county. Robert Gartside, LPC secretary, reveals the interesting results.

If doctor dispensing was carried out solely for the convenience of the patient one would expect dispensing surgeries to be remote from pharmacies, and for all the branch surgeries so situated to be dispensing surgeries.

The survey does not support this hypothesis. Of the main surgeries which dispense, 47 per cent are situated close to pharmacies. Of the surgeries remote from pharmacies, as many as 38 per cent may not be dispensing.

Dispensing main surgery close to a pharmacy	9
Non-dispensing main surgery close to a pharmacy	4
Dispensing main surgery remote from a pharmacy	10
Non-dispensing main surgery remote from a pharmacy	0
Dispensing branch surgery close to a pharmacy	1
Non-dispensing branch surgery close to a pharmacy	9
Dispensing branch surgery remote from a pharmacy	11-15
Non-dispensing branch surgery remote from a pharmacy	9-13

There was some uncertainty as to whether any dispensing actually took place at some of the remote branch surgeries, so a range of figures is given.

In summary, of the total of 57 surgeries in the survey, only between 21 and 25 were actually dispensing in locations remote from pharmacies, where such a facility may be required.

These results suggest the current dispensing arrangements in many practices are not made primarily with patients' needs in mind.

Care

HIBITANE

TRADE MARK

antiseptic lozenges

Chlorhexidine Hydrochloride
Benzocaine

- Effective antiseptic treatment for mouth and throat infections
- Helps prevent secondary infection following tonsillectomy and tooth extraction
- Pleasant flavour, rapid relief

for the throat

Full information available from:
Care Laboratories Limited
Lindow House, Beech Lane,
Wilmslow, Cheshire SK9 5HG



A subsidiary company of
Imperial Chemical Industries PLC



TENSION HEADACHE



In Tension
Headache Syndol:
blocks pain
eases muscular
tension
provides relief that
simple analgesics
often fail to match.

Syndol[®]

Paracetamol B.P.
Codeine Phosphate B.P., Decapryn,
Caffeine B.P.

Presentation Syndol tablets are yellow, round, flat-faced, bevelled edge tablets. On one side there is an incised 'S' design and on the other a scored bisect line. Each tablet contains: paracetamol B.P. 450mg, codeine phosphate B.P. 10mg, Decapryn (doxylamine succinate USNF) 5mg, caffeine B.P. 30mg.
Uses Syndol is an analgesic preparation indicated for the treatment of mild to moderate pain and as an anti-pyretic. Syndol is recommended for the symptomatic relief of headache, including muscle-contraction or tension headache, migraine, neuralgia, toothache, sore throat, dysmenorrhoea, muscular and rheumatic aches and pains, and for post-operative analgesia following surgical or dental procedures.
Dosage and Administration Adults and children over 12 years one or two tablets every four or six hours as needed for relief. Total dosage over a 24-hour period should not normally exceed 8 tablets. Not recommended for children under 12 years. **Contra-indications** Idiosyncrasy to any of the ingredients. **Precautions** May cause drowsiness. If affected, patients should be advised not to drive or operate machinery. **Side-effects** Doxylamine succinate may cause drowsiness or dizziness in some patients. Mild constipation may occur associated with the codeine component of Syndol. Agranulocytosis is a very rare complication of treatment with paracetamol. **Over-dosage** Treat symptomatically as for paracetamol and codeine. **Pharmaceutical Precautions** None. **Legal Category P Package Quantities** Blister strips of 10 tablets in cartons of 20 tablets. Further information Nil. **Product Licence Number** 4425/0018. **Patient purchase price:** 20 tablets, £2.00 (including VAT). Further information is available on request. Merrell Dow Pharmaceuticals Limited, Stana Place, Fairfield Avenue, Staines, Middlesex TW18 4SX. Trademarks: Merrell, Dow, Syndol, Decapryn.

**Merrell
Medicines**
Confidence in pharmacy

CUTS ACROSS THE VICIOUS CIRCLE OF PAIN AND TENSION IN TENSION HEADACHE

Home visits aid compliance

Eighty per cent of community pharmacists interviewed recently would be prepared to undertake domiciliary counselling if adequately paid, and 58 per cent of GPs thought home visits by pharmacists could improve compliance patient.

These were among the results of a study carried out by Kay Roberts, Harrow, Middlesex, who won the 1985 May & Baker community pharmacy award. For her paper, "A domiciliary clinical pharmacy service," she undertook a pilot study to assess whether compliance of housebound patients could be improved by the intervention of a domiciliary community pharmacist. GPs and patients were asked whether they felt that compliance had improved and whether their attitude to their pharmacist had altered as a result of the study. Attitude surveys were also



Christine Clark (right), chairman, UK Clinical Pharmacy Association, presents Kay Roberts with the 1985 May & Baker community pharmacy award certificate

carried out on random samples of elderly patients, community pharmacists and GPs.

Both the patients in the compliance study and those in the attitudinal study were in favour of domiciliary visits by pharmacists. All the GPs whose patients had been involved in the compliance study felt that the intervention of the pharmacist had been beneficial, even though some patients had still not become fully compliant. Over 90 per cent of the GPs agreed that the intervention of the pharmacist had led to greater understanding by patients of when and

how to take their medicines.

Patient medication records were used to identify 12 patients who appeared to have compliance problems and a further 11 were added during the study. The number of home visits per patient varied from two to 29 depending on the degree of non-compliance but most were visited two to six times during the ten month period.

Before the study only 26 per cent had regarded the pharmacist as a health care professional, but all did so after the study.

The 62 GPs questioned in the attitude survey were more cautious than those in the compliance study but 58 per cent felt home visits by pharmacists would be beneficial. Only eight of the 60 random pharmacies surveyed employed more than one pharmacist. Mrs Roberts suggested that at present such a service could only be undertaken where two pharmacists practised at the same pharmacy or when one was prepared to offer extra, unpaid, out of hours service.

Of the 139 patients interviewed, 77 per cent felt a visit by a pharmacist if they were housebound would help them to understand how to take their medicines.

Care

Cetavlon

TRADE MARK

P.C.

scalp medication

Cetrimide

- Effectively treats dandruff
- Acts against bacteria without drying the skin
- Relieves itching

for the scalp

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BPA outlines alternative contract proposals

An increased basic practice allowance, open/closed areas for pharmacies, and partnership incentives, are part of the BPA's answer to the PSNC/DHSS new contract package, currently in a state of suspended animation.

Proposals for an alternative contract that the British Pharmacists Association believes will be "viable and acceptable" to pharmacists and the government were outlined last weekend.

Speaking at the Rural Pharmacists' Association conference in Oxford, Alan Nathan, BPA chairman, said that initially all the group's energies had gone into defeating the new contract, opposing legislation, and recruiting new members. "We now have the time to work on viable proposals," he said.

The BPA argues that rational distribution can be achieved only by a higher up-front payment — an increase in basic practice allowance. As an adjunct, a system of open, closed, and intermediate areas for pharmacy openings would be established, as with the medical profession "which has no problem with leapfrogging". The radius of these areas would be inversely proportional to the number of scripts.

Mr Nathan said BPA wanted a system which would encourage pharmacists to join together in partnerships, so increasing the radius of the "exclusion zone" and leading to more rational distribution. Pharmacists who lost their businesses could salvage something by partnership, and there would be pressure on the multiples to offer equity to pharmacist employees, making them to some extent a partner.

Mr Nathan proposed that the restrictions and conditions on pharmacists should be applied to dispensing doctors; the method of payment should also be the same and dispensing doctors should no longer get a premises allowance "twice over." If a doctor did not dispense in person he should employ someone qualified to do it, said Mr Nathan. Applying the above principles could bring doctor and pharmacist into partnership, again making exclusion zones wider.

The BPA proposals came in for immediate criticism from PSNC secretary, Stephen Axon. He said open and closed

areas were a good idea only if a new scheme was being devised from scratch. "The difficulty in our negotiations has been movement from the irrational system we have at the moment to rational location. You cannot move from one to the other without closures, certainly not with this government." Referring to partnerships he said PSNC had always made it clear it favoured pharmacy amalgamations and a basic practice allowance. But the DHSS had opposed the latter.

Mr Axon said a myth had arisen around the term leapfrogging. At present if a leapfrogger moved into a rural area, the Rural Dispensing Committee was bound to grant the application if existing services would not be affected. Under the new contract proposals "necessity and desirability" would have to be considered.



Mr Axon

of low population density, where the number of scripts deemed it essential — had failed to keep pace with changes in pharmacy. The new contract provided a breakthrough because it guaranteed an income from the NHS alone. PSNC would continue to press this point in negotiations with the DHSS and hoped to develop it by providing for monthly payments and reintroducing a "special consideration" clause to give greater flexibility.

Mr Axon discussed the "quality" of written presentations made by pharmacists to the RDC and Family Practitioner Committees. "First impressions are important and can immediately create a bias in favour of the well-presented application or objection" said Mr Axon. Such communications should be well typed, with numbered paragraphs. "Start with the conclusions — whether or not granting an application would prejudice the proper provision of a pharmaceutical service in the area," he advised.

Attendance at hearings is vital too, said Mr Axon — a point echoed by David Clark, a lay member of the RDC and secretary of Rural Voice. (Rural Voice is a national alliance of nine rural organisations with a combined

In his main address to the conference Mr Axon stressed the importance of the Essential Small Pharmacies Scheme in rural areas. Its original aim — to provide a viable pharmacy in an area

An eventful RPA conference saw the last minute withdrawal of speaker John Patten, former Under Secretary of State for Health, and the British Pharmacists Association using its observer status to put forward alternatives to the new contract. The proposals were immediately challenged by substitute speaker Stephen Axon, secretary of the Pharmaceutical Services Negotiating Committee.

RPA chairman, Mervyn Madge criticised the "discourteous and sudden withdrawal" of Mr Patten. It typified the attitude of the government to pharmacy and pharmacist, he said.

membership of 850,000 people who live and work in the countryside). "It is not the job of the RDC to assume a prejudice if the professions on the ground locally have not said one exists," said Mr Clark. The medical profession always make some comment in writing even if it has no specific objections to an application, but pharmacists often lagged behind.

He urged pharmacists to provide specific local evidence to the Committee, stating exactly how the quality of services might be affected by an RDC decision. "Some applications from doctors really do spell out the breadth of activity that dispensing doctors can support financially in the community" he said. "Pharmacists should be doing the same,"

Speaking on the conference theme — "Providing the best possible rural pharmaceutical services", Mr Clark said the RDC system had done a great deal to protect existing pharmacies, and the profession had benefitted from it. In the past few months there had been a stream of applications for new pharmacies, including some in very small villages, which the RDC is tending to grant.

Pharmacies were turned down because the RDC felt there was no market to support two; because two pharmacies struggling to survive would result in a poorer pharmaceutical service, or because granting an application might lead to reduction in the number of partners in a medical practice.

Mr Clark added that the existence of an appeal system means the RDC can reclassify areas once regarded rural, as urban. If an FPC chooses to take the view that the whole of an area is urban, as one Welsh county did recently, then doctor dispensing is removed from the map at a stroke. But he warned that Rural Voice is also concerned with the survival of GPs and surgeries.

"To remove doctor dispensing from the map may be your goal," he said "but don't be disappointed if you fail to attain it. Getting pharmacies into smaller regions

and improving partnerships with doctors, and perhaps sharing premises with them, is a much more realistic proposition."

Mr Clark concluded that with the new provisions for essential small pharmacies, a reasonable living was possible in areas where previously a small pharmacy was non-viable. "The future for rural pharmacy in the NHS looks rosy" he said.

Mr Clark's analysis was challenged by Peter Dodd, managing director of Unichem. "The future for rural pharmacy



Mr Dodd

looks bleak to uncertain," he told the conference. "I believe doctor dispensing will continue to grow because I am not sure the political will truly exists to safeguard the future."

Mr Dodd advised RPA to expect no co-operation from the Doctors Dispensing Association, "Their aims are fundamentally antagonistic to pharmacy and any time spent in discussion with them

is time wasted."

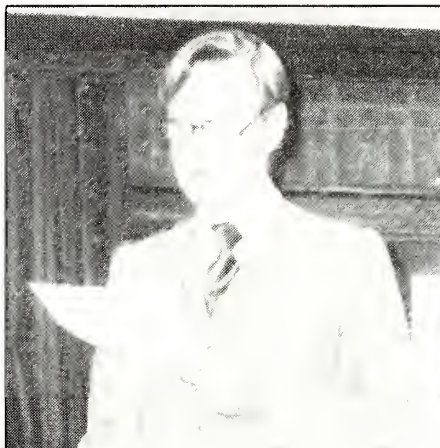
He advised against groups setting themselves up in opposition to the Society, or PSNC. "Pharmacy is not so strong that it can suffer splinter groups pulling different ways and diffusing collective strength" he said. "Do act as a ginger group and ensure that your views are constantly brought to the attention of your representatives, but do not hold yourselves publicly as a separate organisation. This applies to all interest groups — including the BPA."

Mr Dodd denied that Unichem are opposed to doctor dispensing: they recognise that in certain areas it is necessary. "In our view the best system is that which obtains in Scotland, where doctors are allowed to dispense only where specifically required," he said.

The recent "dramatic" changes in the FPC world were the subject of Ron Purser's address, as administrator to the Cornwall and Isles of Scilly FPC.

He urged pharmacists to strengthen their role "instead of trying to undermine other people's." The profession should also make the public more aware of what it had to offer. "Do not assume that customers

know what to do out of hours," he said. "Go out for standard of professional conduct that is perhaps higher than necessary, and demonstrate that you can justify confidence and public support."



Mr Keith Jenkins proposed the formation of a Rural Practice research unit. The first project would look at the distribution of medicines in rural areas, he said. It would cost £8,000.

Care

CETAVLEX

TRADE MARK

antiseptic cream

Cetrimide

- Strong, yet cleansing and soothing
- Contains cetrimide
- Only available from pharmacists

for the skin

Full information available from:
Care Laboratories Limited
Lindow House, Beech Lane,
Wilmslow, Cheshire SK9 5HG

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MAN SCENSE

The fine fragrance sector is currently growing at 23 per cent compared to mass market's 8 per cent. Parfums Givenchy say their chemist sales are up 6 per cent

Brand leaders in the fine fragrance sector, Aramis, have this Autumn launched another range — Tuscany

1985 has seen an unprecedented interest in skincare for men. Lacoste like many of the other fine fragrance brands is leading the trend. Will the mass market follow suit?

Brut and its sister product Brut 33 were once described as Faberge's "greatest success and worst mistake." But in 1985 Brut has a 17.5 per cent share of the aftershave and cologne market. And with new management, Faberge say they are back on course for profit



Classic Sales are planning to introduce Ho Hang and Marbert Man to chemists next year. Discontinued in 1980, Ho Hang from the House of Balenciaga is being relaunched, initially in Boots and department stores

Is the Jovan range in a state of flux? Beecham buying British American Cosmetics in January meant the range went to Yardley. Since then there has been little or no activity

Toiletry manufacturers have jumped on the health-kick bandwagon and introduced ranges designed for the sportsman such as Blue Stratos Sport and Beecham's Slazenger range. Blue Stratos Sport, currently only in Boots, will be available to chemists in May 1986

Introduced in 1971, Cussons for Men is still going strong

A mass-market budget range, it stands alongside the slightly more up-market Imperial Leather Classic for Men



Mass market to lose out to fine fragrance?

The £106m male fragrance market is divided equally in value terms between mass market and fine fragrances — fine fragrances are growing at a rate of 23 per cent compared to the mass market which shows only 8 per cent growth.

Market figures reveal that purchasers of men's toiletries, be they male or female, are opting for the more expensive brands. While the total number of units sold in the past year increased by only 1.4 per cent, the market recorded a 15 per cent increase in sterling terms. The average unit sold increased in price, partly due to

inflation, but also because of a shift to fine fragrance sales.

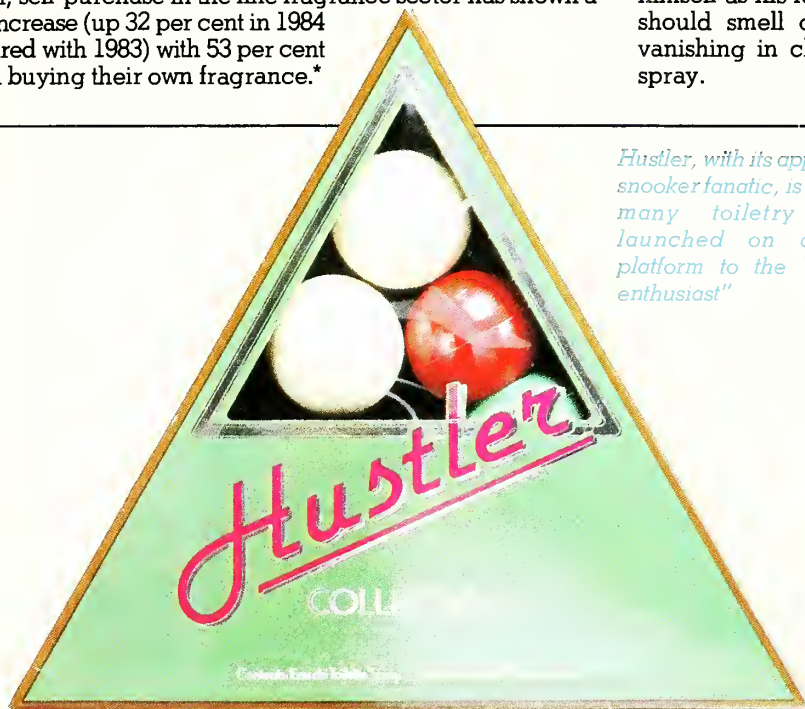
With this increase in fine fragrance sales, it would be interesting to know how much stock seen in independent Chemists is swag and how much is agency lines?

Men's toiletries seem to be polarising into two sectors, mass market and fine fragrance.

Not so very long ago, a man walking into a chemist shop and buying fragranced toiletries might have been met with winks, nudges, and raised eyebrows. But gradually the taboo of men looking after their skin is disappearing and fragrance on a man is far more acceptable.

Until recently, aftershave was the proverbial stocking filler at Christmas and more often than not it was left on the bathroom shelf after the first squirt. But now men are actively seeking stronger fragrances, no longer fighting shy of eau de toilette. Although 52 per cent of male fragrances are still purchased by women, self-purchase in the fine fragrance sector has shown a large increase (up 32 per cent in 1984 compared with 1983) with 53 per cent of men buying their own fragrance.*

In June 1985, the male fragrance market was valued at £106m rrp, up 15 per cent on 1984 (£93m). What has brought about this mini-revolution in the toiletries market? The launch of several men's interest magazines (other than the likes of *Playboy* and *Penthouse*) and supplements for men in women's magazines such as *Cosmopolitan* and *Options* may well have something to do with it. And the opening of new shops such as Next for Men must all play a part. But, in a sense, these are all responses to the emergence of a more sophisticated man, who has realised that looking after his skin is just as important for himself as his female counterpart. The idea that the 'he man' should smell of either sweat or carbolic soap is rapidly vanishing in clouds of aftershave, cologne and deodorant spray.



Hustler, with its appeal to the snooker fanatic, is one of the many toiletry ranges launched on a sports platform to the "armchair enthusiast"

Elida Gibbs launched Lynx this year as the first mass appeal bodyspray range for men. The company is hoping for a repeat of its Impulse success



Stick deodorants have shown the biggest growth in the rapidly expanding anti-perspirant deodorant market, and are used predominantly by men (63 per cent). Shulton's Old Spice and Mennen's Speedstick are the leaders in this market



Capitalising on the fine fragrance sector's growth, Chesebrough-Pond's this year launched Renoma — "a premium priced but attainable brand" for the chemist



Elida Gibbs' Denim range has been repackaged and repositioned from a middle to mass market fragrance — an example of how the market is polarising into the fine fragrance and budget sectors



In September Shulton launched Insignia as one of the first mass market co-ordinated range of men's toiletries. It is being supported with a £1m television campaign which, with advertising for Shulton's other men's ranges gives them a major share of Christmas advertising




One example is Elida Gibbs' Denim, relaunched in April. With the repackaging came a lowering of the price to reposition the brand as an everyday range for regular use. Launched in 1976, the company felt the range needed a new image.

"Over the past decade men themselves have changed. Their approach to fashion has become more precise and sophisticated — the open necked denim shirt has died a death," says product manager Roger Ramsden. The reduced range comprises six

**(All figures SDC for year ending June 1985).*



AFTER SHAVE & TO



Hustler is the new and exciting fragrance for men.

A fragrance that breaks with tradition, challenges authority and demands attention.

Hustler is energetic, dynamic and slightly dangerous. Hustler is for today's young man.

Strikingly packaged in red, green and silver, it's sure to turn a few heads in-store.

And at the cash register.

Hustler has been carefully priced to appeal to every pocket, wallet and credit card. It splits the market wide open.

Between the ageing value-for-money brands and the premium-priced designer labels. So, it promises to be a big seller.

To get the ball rolling, we're advertising this exciting new fragrance on TV with a national equivalent spend of £1½ million.

Make a break for Hustler. It's destined to take the men's toiletries market by a storm, a hurricane and a whirlwind.

MAKE A BREAK FOR IT.

Hustler

SPLITS THE PACK.



For full details of the complete range contact Hustler's distributors:

SAKS Division, De Witt International,
Seymour Road, London E10 7LX. Tel: 01-539 3334

TOILETRIES FOR MEN



MENS TOILETRIES

products compared to 16 and ranges in price from £0.99 for shaving foam to £2.39 for aftershave. A £750,000 television commercial for Denim, with the slogan "Aftershave with after effects," will break on November 18.

Also firmly entrenched in the chemist's sector is **Cussons for Men**, which in January got a new look and fragrance. Each item retails at £1. "The range is priced to be a viable alternative to own-label products which, as buyers will know, have to be sourced from many different suppliers. Our range offers the added value of **Cusson's** recognised quality and brand name," says sales and marketing director, Colin Hession.

Cussons Classic range this Autumn is receiving a boost with the introduction of "improved" graphics highlighting the brand name. A new shelf tray is free with purchases of the full range.

A traditionally English men's fragrance aimed at the chemist is **Byron** from **Richards & Appleby**, which was launched last Summer. Packaged in a royal blue, cream and gold livery, aftershave and talc retail at £1.95 and £1.25 respectively.

Potter & Moore entered the market in July with eight men's toiletry items called **Cavendish**. Packed in boxes of pinstripe grey, prices range from £1.95 for soap in a travel case to £6.75 for eau de toilette. It is currently featured in a £100,000 Press campaign running up to Christmas.

Tabac Original, distributed by **Eylure**, will also benefit from a pre-Christmas advertising campaign, with 3,000 Adshel posters appearing nationally in December.

Beecham in January bought British American Cosmetics, whose companies included **Yardley** and **Lentheric**. **Yardley** are now responsible for the **Jovan** brands — **Pagan Man**, **Musk Oil**, **Andron** and **Sex Appeal**. **Yardley Gold** is currently featuring an on-pack promotion offering a sports

calendar for one proof of purchase and postage.

So far there has been little activity for **Jovan** since the take-over, although **Pagan Man** will feature special offers on the 50ml aftershave, talc and anti-perspirant products in January.

Roger & Gallet this year introduced two new lines to their **L'Homme** range: a water resistant protective sun stick and a moisturising sun tan emulsion. **Beaute** have extended their **Noir Essentiels Pour Homme** with bath and shower gel, available in a 150ml tube for £3.95.

Classic Sales are in 1986 aiming to launch **Marbert Man** (currently available only in Boots and department stores) into the chemist sector. "We plan to distribute to 100 top fragrance pharmacies by mid-1986," they say. A "strong" promotional programme is promised in 1986 along with a product launch in the Spring. This month sees the re-introduction of the **Ho-Hang** fragrance from the **House of Balenciaga**, which was discontinued in 1980. Prices range from £3.50 for shaving foam to £17 for eau de toilette atomiseur. Distribution to chemists is hoped for early 1986.

Chesebrough-Pond's in June launched a French designer fragrance called **Renoma** which they positioned as a premium but "attainable" brand targeted at the 25-34 age group. Prices range from £3.85 for 100g soap to £14 for 100ml eau de toilette spray. The launch is being supported with a £750,000 programme, including a Press campaign in Sunday and women's magazines.

Also noteworthy amongst this year's launches is **Phileas** from **Nina Ricci**. With today's man using more and more eau de toilette, the range centres around a choice of four sizes of eau de toilette and refill. Three sizes of aftershave as well as soap, and shampoo and shower gel are also available.



Bronnley this year introduced the **Sporting Chance** range which they report has been an "unqualified success"

Prices range from £6 to £55.

In June, **Dunhill** departed from their tobacco image and launched a luxury grooming range called the **Dunhill Edition**. The collection includes a facial scrub (£9) and moisture cream (£11.50) as well as the more traditional products.

Dominating the premium priced sector of the market is **Aramis** followed by **Yves Saint Laurent**, **Chanel**, **Paco Rabanne**, **Givenchy** and **Dior**. **Aramis** in September launched a new fragrance called **Tuscany** which is at present a department store line but will be available to the hundred or so chemists which stock **Aramis** products next year.

Noting an increase on the part of chemists to move into the fine fragrance sector are **Givenchy**, who report a 6 per cent increase in sales in the chemist sector (excluding Boots) over last year. **Monsieur de Givenchy** super concentrate is currently featuring in a Press advertising campaign while a **Givenchy Gentleman** commercial will run for four weeks from November 18 on **Channel 4**.

Another leading premium range is **Chanel** who last month introduced two new products: **Antaeus** spray talc (£8.75) and **Antaeus** protective skin conditioner (£9.50) — a non-greasy emulsion for use on the face and neck after shaving. **Christian Dior** have extended the **Eau Sauvage** range with toning body lotion, body emulsion and bath and shower gel. They are offering a full skincare range for men in the **Jules** collection.

Rochas Perfumes are introducing Christmas coffrets for both the **Macassar** and **Monsieur Rochas** ranges.

A classically French fragrance is **Van Cleef & Arpels**, who have recently introduced bath and shower gel in a plastic container, moisturising facial formula in a pump dispenser and a 75ml travel size for eau de toilette and aftershave. Advertorials will be appearing in November's issue of **Vogue** and **Tatler**.

Cussons Classic range receives a boost with "improved" graphics highlighting the brand name

Chemist & Druggist 9 November 1985



Fabergé — a new gem in an old casket

In 1964 the men's aftershave market — so far totally unexploited — exploded with the UK launch of Brut. It entered the market with the advertising copyline, "After shave, after shower, after anything," and a price point of 19/6d. "Brut was described in its time as arrogant, expensive, almost inaffordable and destined for failure. But within 12 months it had totally dominated the men's aftershave market — a position it held for ten years," explained Mr Argyle.

But then came the breakdown in the relationship with the chemist trade in 1974, with the launch of Brut 33. Up to that point Brut had been sold exclusively through the chemist and department store trade on an agency basis, but the Brut 33 revolution introduced fragrance-led men's toiletries into accounts such as Woolworths, British Home Stores and the grocery trade. Many independent chemists saw this as an act of betrayal and withdrew their traditional support for Fabergé.

"It probably might not have been so bad. However, in true Fabergé manner we made a lot of noise about the event, and put Henry Cooper on TV to rub salt in the wound with Brut 33 splash-on — 'Splash it all over,' he said, and everyone did," said Mr Argyle.

However, during the past two years, Fabergé have made a significant effort to ensure the chemist gets his share. The company has recently decided to make Brut available through Unichem. Mr Argyle said: "Our products are still in mass distribution

Of all men's toiletry products launched in the '60s and still in existence perhaps Brut has made the most impact on the market though it stands as a warning to all manufacturers of the danger of "getting it wrong" with the chemist trade. But Fabergé, once described as the "dreamboat of the mass market toiletry trade," are today steering a different course. At the recent Unichem conference in Athens, national account manager for Fabergé Inc, Mr Philip Argyle, retraced the history of Brut and how, in the last two years, the company has set about restoring its partnership with the pharmacist.

and I make no apologies for this, the business is there to be had."

A year ago last January, Fabergé, after many years in the hands of the Barry family, were sold to the McGregor Corporation of America. The last 12 months have been spent consolidating the company's assets, streamlining production and administration



and laying plans for the future.

Two men's ranges have been withdrawn — Cellini which failed "because of low distribution and advertising," and Turbo for which "the price positioning was too high and the packaging perceived as too dull."

With the deadwood cleared away, the company is back on course for profit. Believing that "revenue in the men's market comes largely from those products that benefit from a high revenue spend," Fabergé are supporting Brut with a pre-Christmas advertising budget of £980,000. A television commercial will go out at peak-time nationally from November 20 — this time with a very different treatment to the Henry Cooper image.

"Looking back over 11 years, Brut 33 has been described as Fabergé's greatest success and our worst mistake," said Mr Argyle. "In truth Brut 33 heralded one of the most dynamic market expansions ever seen in the UK. Within three years it had brought the idea of masculine fragrant products for regular day and evening use to 'the great unwashed.' Brut maintains a 17.5 per cent share of the men's aftershave and cologne market.

Haircare market bounces back

Haircare manufacturers are quietly confident of a buoyant future following the dying out of a fashion which dictated long hair and a natural look. The advent of today's contrived hairstyles would appear to promise a rosey future for the haircare market.

Beecham are a case in point — in October they announced a £500,000 television advertising campaign for Brylcreem, after a 12-year absence from the small screen. Initially, the commercial has been shown in the London region. But Beecham hope to roll out the advertisement into other areas. The three different commercials use footage from the '60s "jazzed up" with modern music.

On the back of this new campaign later this month, Beecham are introducing a new range of hair products including a hair mousse with new livery. Launched in 1928, Brylcreem claims a 35 per cent share of the

£15m men's hairdressing market.

Bristol-Myers have beaten Beecham in launching Vitalis hair styling foam in September. The mousse can be used on wet

or dry hair and, says the company and gives body and control.

For the man whose hair is fast disappearing, Cosmeo have extended their Banfi range by adding a herbal shampoo and herbal balsam conditioner which contain the same amino acids as the original herbal hair tonic, says the company.

How do chemists fare?

Seasonality in the male toiletries market is strong with 54 per cent of retail sales taking place between September and December, and 40 per cent in November — December. As the traditional supplier of male fragrances, it is important that chemists display their products prominently.

In an expanding market, all outlets appear to be doing well. SDC report that Boots have done particularly well in five fragrances but department stores have shown the fastest growth. Avon is the fourth largest distributor of male fragrances after Boots, department stores and independent chemists, and have seen a growth in their fine fragrance business while mass market

sales have been steady.

This year independent chemists have reported a healthy growth, particularly in the mass market. This is in the face of increased competition from grocery multiples, chain stores and drug outlets. But all the signs are that premium-price fragrances are the main growth area and the most successful independent outlets will be those who offer a perfumery environment. In continental Europe, there is a larger perfumery sector than in the UK. There could be an opportunity here for the chemist prepared to specialise and give the commitment in cash and time such a business requires.

The male deodorant market gets lots of stick

Sales of men's deodorants have been boosted in the past five years both by new users and increased application by regular users. But with regular male usage standing at around 54 per cent, compared to women's 85 per cent, it is clearly the men's market where the most untapped sales potential lies.

Many manufacturers have already capitalised by introducing male-only variants. And the introduction of stick or solid products with either a male-only or

unisex positioning, has made a notable impact. With a growth rate of 187 per cent last year, sticks now account for a 7.5 per cent sterling share of the £81.3m market. Some 48 per cent of sticks in the year ending June 1985 were purchased by men, compared to 17 per cent roll-ons and 33 per cent aerosols. SDC estimates that male use accounts for £32m of the market.

One of the pioneers of the introduction of stick deodorants to the UK market was Mennen with their 1984 launch of Speed Stick. During 1985 they have spent £2.5m in support for the brand, and say they will spend this figure again in 1986, including a television advertising campaign. In May/June 1985 Mennen claimed brand leadership with 36 per cent. There is a strong

probability of line extensions next year with products currently available in America being introduced to the UK.

Reacting to the growth in stick and solid products, Gillette expanded their Right Guard range in May to include a stick deodorant and a solid antiperspirant.

Following a national advertising campaign for Old Spice in May/June, Shulton claim their stick deodorant recorded a growth rate of 18 per cent for the 12 months ending June 1985.

Sure Solid's success in 1984 convinced Elida Gibbs this year to introduce a variant exclusively for men.

Another newcomer from Elida Gibbs, is the Lynx collection — a body spray for men. The three variants will be supported by a £600,000 four-week television campaign starting mid-November.

The Amplex antiperspirant deodorant range launched this year, comprises aerosol, stick and roll-on.

Sporting a new trend...

With the increased awareness of the importance of health and fitness it comes as no surprise that toiletry manufacturers have inundated the market with sports-related items.

Products fall into two groups: those designed for the active sportsman such as Shulton's Blue Stratos Sport body spray and then those that appeal to the "armchair" sportsman who buys the product because of its association with a sport.

This association is a development from the days when Fabergé centred their advertising on sports personalities — Henry Cooper and Kevin Keegan.

Beecham teamed up with Slazenger in

May to produce a toiletry range for sports enthusiasts. Although promoted as a unisex range, Slazenger is likely to have particular appeal with active men. Beecham's market research tells them there are around 21 million people in the UK who play some kind of sport. "The fitness boom is here to stay — for at least the next ten years," says the company.

Beecham will obviously be looking for

more success with Slazenger than they had with their men's grooming range, Gambler. Launched into a test market in November 1984 it was subsequently withdrawn in April.

The range, tested in 21 Boots stores and by Allders department store, Croydon was designed to compete with such labels as YSL Pour Homme, and Chanel for Gentlemen. "Unfortunately we didn't sell as many as we would have liked. To launch a new range you need a lot of advertising investment and personal representation at counter level. We had the latter, but because it was a limited test market we couldn't have a full-weighted media campaign," said a company spokesman.

A range which capitalises on the increase in popularity of snooker is Hustler. It has recently been repackaged and repositioned in the middle of the market. Aftershave (50ml, £6.95; 100ml, £8.95), eau de toilette (50ml, £7.95; 100ml, £10.95) and bath/shampoo gel (200ml, £3.95) are being backed by a £120,000 advertising drive including a television campaign in the London area using a 30-second commercial.

Still on the snooker front, in May Goya announced a three year £1m sponsorship of the Goya Matchroom trophy, an international snooker tournament. The October tournament replaced the Jameson's Whiskey event and featured on 33 hours of television time. The company says it is too early to say how much sales have grown.

Another range aimed at the sporty young blade is Bronnley's Sporting Chance. Launched in May, the company says it is "an unqualified success." The light spicy fragrance is packaged in French navy packs with a red band and gold and white lettering. The windsurfer logo is on each pack and all POS material.

Getting under the male skin

A notable characteristic of the male toiletries market today is an unprecedented interest in skincare. The trend which began with the premium brands, such as Clinique introducing regime products is now slowly filtering down to the mass market. SDC measures the male skincare market as £13m in 1985 compared to £12m in 1984.

An aftershave balm and two facial moisturisers (one is a bronzer) have recently been added to the Lacoste range. And especially for men with sensitive skins Roc, in May, relaunched the Keops range, claiming it to be the only hypo-allergenic men's range available to chemists. Products are available in two variants for normal and sensitive skins. The range is being supported with a £100,000 advertising campaign.

Aegis International, who launched a toiletry range in April 1984 which included

skin conditioners and a granular scrub, have found the skincare market a difficult one to crack. "There is certainly a market there but we have had a tough time breaking down the taboos of men using skin-care products" said a company spokesman.

A premium-price range, Azzaro Pour Homme is being extended with three skincare products: tinted facial bronzer, active moisture cream and double action cream. The range will be supported with a £100,000 Press advertising campaign in the Christmas run-up.

At present it is the more *avante garde* and up-market manufacturers who seem willing to take a risk and venture into the slowly expanding skincare market followed by a handful of the more traditional companies, such as Bronnley (Sporting Chance). But the men's skincare market is certainly one to watch in the future.

Shulton spice up their appeal

With seven men's toiletry and fragrance brands to their name, Shulton claim brand leadership in the mass market toiletry sector with a 28.7 per cent share (2.4 per cent in fine fragrance).

Aiming to strengthen their mass appeal and open up new areas in the market, they launched Insignia in September as "the first mass-market co-ordinated range of fragrance-linked toiletries — an all over body programme for men."

Designed for everyday use the nine products range in price from £1.15 for talc, moisturising creme shave and frequent-use shampoo to £2.85 for 100ml aftershave lotion. "The sell-in exceeded all expectations" says marketing director David Campbell and, with a £3m advertising and promotion budget behind it, we are expecting the sell-through to be equally phenomenal. The support programme is headed by a £1.75m national television campaign currently running through to December. Further television support is



promised for Spring 1986. A retailer's competition, which each month offers an Atari 130XE home computer, worth £400, is also running to the end of December.

Aimed at the 18-35 year-old age group, Shulton describe Insignia as having a "fresh, clean, subtle fragrance." The company which claims a 16 per cent share of the total male fragrance market, is hoping for a 5 per cent brand share for Insignia 12 months after launch.

The brand that helped Shulton achieve their prominence in the market — Old Spice was launched in the UK over 25 years ago. This month sees the £1m national roll-out of a new television commercial for Old Spice — the first for nine years. It has abandoned the Carmina Burana surfing theme and in its place is a yacht, boy and girl scenario set against the music of Bill Withers' "Lovely Day." Its treatment is very much a reflection of the company's appeal to the man of the '80s who takes an interest in his grooming. Although a lot of Old Spice users are 45

plus, an increasing number are in their early twenties and this new commercial is directed at them, says Mr Campbell.

"Fears that the launch of Insignia may cannibalise sales of Shulton's other ranges have not been realised," says Mr Campbell. "Insignia was launched on the platform of a co-ordinated range and not first and foremost as a fragrance which is a different positioning to our other ranges." Even so the company is taking no chances and this Christmas is putting a further £0.5m and £0.75m respectively behind national television advertising for Mandate and Blue Stratos. This, they estimate will give them a 50 per cent plus share of pre-Christmas advertising in the men's aftershave market.

A national launch is anticipated in May 1986 for Blue Stratos Sport, introduced exclusively through Boots earlier this year. And next year, major investment in regional television advertising is promised for the company's other brands — Grey Flannel and Pierre Cardin.



'New' Hustler goes national

The Hustler range has this Autumn been repackaged, repositioned and given a new distributor — De Witt International. It now has a middle market positioning between fragrances such as Brut and Old Spice and fine fragrances like Paco Rabanne and Chanel. A £120,000 advertising drive breaks this month with a television campaign, advertisements in *Penthouse* and *Mayfair*, and an Adshel campaign using 1,000 sites near outlets stocking the brand.

Positive pro are becoming m



Through the years, men have been changing: changing their attitudes, changing their lifestyles and simply, changing more often!

They're becoming more discerning, more adventurous in their use of toiletries and more in fact, like women.

This doesn't mean they're wearing dresses of course, but they are dressing with deodorants and using toiletries of their own choosing, rather than leaving it to the luck of the bathroom shelf as in the past.

They're also using a wider variety of products and on more areas of the body. Further proof that men are becoming more like women.

Elida Gibbs have been instrumental in progressing the male trends with two enormously successful launches in the last 6 months.

Exhibit A.

Lynx is the biggest thing to happen in the deodorant market since Elida Gibbs launched Impulse for women.

BIGGEST BRANDS ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS** ✓

of that men ore like women.

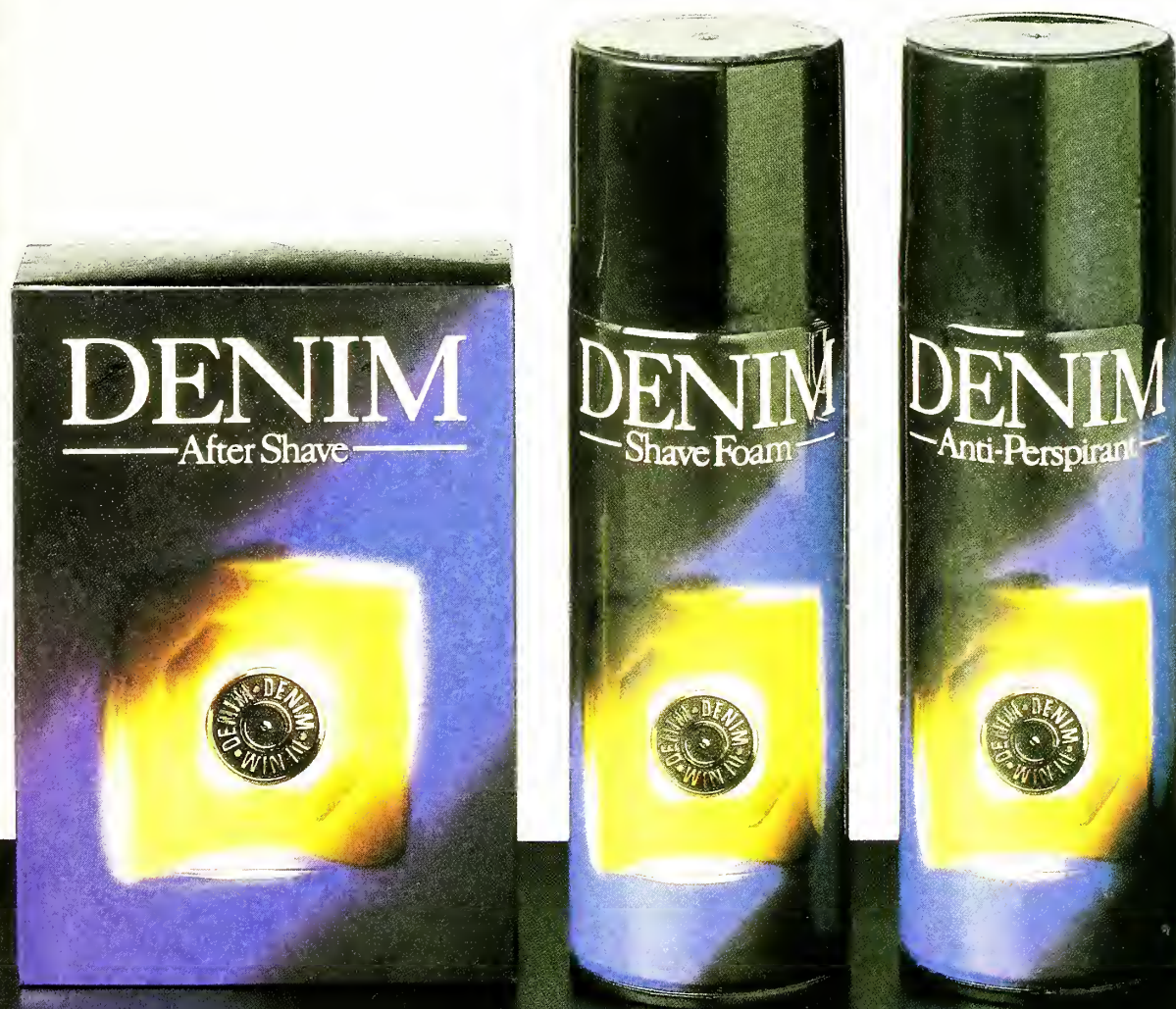


EXHIBIT B.

Already, Lynx's success has proved that bodysprays are no longer the exclusive domain of women as men have most definitely muscled-in on the market.

Backed by Elida Gibbs \$1.6m advertising muscle during the last 6 months, these three masculine Lynx fragrances are making men more appealing to women and providing them with effective all-over deodorant protection.

Exhibit B.

Months ago, we redesigned, repositioned and relaunched

an entirely new Denim. This already successful brand has now been up-dated to fit the lifestyle of the 80's man. Now Denim offers him a complete range of toiletries which appeal to his new interest in self presentation.

The TV and cinema commercial, which is as different and exciting as Denim itself, will be backed by a further \$750,000 this Christmas.

So make sure you exhibit plenty of both Lynx and Denim for your own positive proof - PROFITS!

FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS

Diuretics – widely prescribed with many mechanisms of action

Despite intensive research, the precise mechanisms of action of diuretics, and the exact sites at which these actions occur, are not yet known. However, it is clear that they act primarily on the kidney tubule, though some may also have glomerular effects. Examples of some of the drugs commonly used are given in Table 1, together with a summary of their principal pharmacokinetic properties. In addition to their desired effect, diuretics also have other actions, both within and outside the kidney, and these will be discussed later.

The tubular mechanisms most important in diuretic action are the reabsorption of Na^+ and K^+ . Other ions are present in the urine in low concentration and, although their excretion may be affected, this has little relevance to diuretic action. Diuretics also affect exchange reactions (Na^+/K^+ and Na^+/H^+), which are essential to maintaining ionic and pH balance.

Modes of diuretic action

The principal mechanism by which urinary volume is increased is by increasing the concentration of ions in the tubular fluid. This produces an osmotic gradient and the excretion of increased amounts of water. Since acid-base balance must be preserved, the excreted cations (principally Na^+) are roughly balanced by an increased output of anions (principally Cl^-).

The simple definition of diuretics as substances which increase the rate of urine production masks considerable complexity in their modes of action and the diversity of their indications. In the first part of this sequel to the recent series on renal diseases, Dr Norman Harris, emeritus reader at the Chelsea department of pharmacy, King's College, London discusses the modes of action of this widely used group of drugs.

The change in ion concentration can be achieved by at least four basic mechanisms, which operate at different sites in the tubule (Figure 1 and Table 2). **Thiazides** inhibit the active reabsorption of Na^+ from the tubular fluid into the intracellular fluid at site 4, whereas **loop diuretics** and **mercurials** act primarily at site 3, probably by inhibiting Cl^- transport. The net result is the same since Na^+ (or Cl^-) is also excreted to preserve cation-anion balance. Mercury compounds are very reactive chemically and probably act at several sites.

The **aldosterone antagonists**,

spironolactone and its injectable cogener potassium canrenoate, reduce the excretion of K^+ and H^+ at the late distal convoluted tubule (site 5), and these ions are exchanged for a similar amount of Na^+ , which is excreted. This is a relatively slow response mechanism which results in only a weak diuresis, since the extent of ion exchange at this site is relatively small. However, the effect is important, as it can be used to reduce potassium loss caused by other diuretics. Further, some oedematous conditions are associated with high aldosterone levels, so the aldosterone antagonists may be especially valuable in their management.

The **potassium sparing diuretics**, amiloride and triamterene, reduce Na^+ reabsorption in the late distal tubule (site 5) and the cortical collecting duct (site 6), where fine adjustments are made to the fluid and electrolyte levels. This limits K^+ excretion and produces a result similar to the aldosterone antagonists.

Carbonic anhydrase inhibitors, acetazolamide and dichlorophenamide, inhibit the reabsorption of bicarbonate, primarily from the proximal tubule (site 2). CA promotes the reaction:



Bicarbonate retention in the tubule is balanced by the excretion of an equal amount of Na^+ and K^+ , and again water

Table 2: The sites of action of diuretics

Site*	Bowman's capsule	Proximal tubule	Medullary ascending limb	Cortical diluting segment and early distal tubule	Late distal tubule	Collecting duct
Approximate normal percentage reabsorption of \pm						
Water	0	80	10	6		3
Sodium	0	65	15	12	6	1
Thiazides	—	(+)	—	++	—	—
Loop diuretics	—	(+)	++	+	(+)	(+)
Potassium sparing	—	—	—	—	++	—
Osmotic diuretics	(+)	+	—	+	++	++
Carbonic anhydrase inhibitors	—	++	—	—	+	—
Mercurials	—	+	++	+	+	—
Other drugs †(adrenaline, digoxin, dopamine, theophylline etc)	+	(+)	—	—	—	—

* ++, major effect at this site; +, some effect; (+), slight or doubtful effect.

‡ These are rough approximations. Normally, the body conserves all its water and sodium and excretes only the surplus remaining after losses due to perspiration etc.

† These figures assume daily intakes of about two litres of water and 10g of salt.

‡ These drugs are not used as diuretics but do increase urine flow.

Table 1: Some characteristics of common diuretics

Class	Drug	Time to onset of action (min)	Duration of effect (hr)	Relative sodium excretion	
Thiazides	Bendrofluzide	120	15	3	
	Hydrofluomethiazide				
	Chlorothiazide				
	Cyclopenthiiazide	120	12		
	Hydrochlorothiazide				
	Clopamide	120	24		
	Polythiazide				
Metolazone	60	18			
Loop	Chlorthalidone	120	48		
	Bumetamide	45	4		
	Ethacrynic acid	25	6		
	Frusemide	20	5		
Potassium sparing	Spironolactone	+	∞	1	
	Amiloride	120	∞		
	Triamterene	180	∞		

* These figures are approximate only. There is considerable inter-subject variation and a wide range of figures is quoted in the reported data.
+ Slow onset of action, taking three days to achieve its maximum effect.
∞ Duration of action is not usually relevant, since these drugs are normally used in conjunction with other diuretics. It may take several days before the effect of spironolactone is lost after stopping treatment.

accompanies the ions and is excreted. There is also an inhibition of H⁺ secretion by the tubule, so the urine becomes alkaline. This increasing alkalinity eventually inhibits the action of these agents. These drugs are now little used as diuretics, since we have more effective agents. Some thiazides (eg benzthiazide, hydrobenzthiazide, polythiazide, chlorthalidone) are also significant carbonic anhydrase inhibitors.

Osmotic diuretics: In a sense, all diuretics are "osmotic," since they depend on the creation of a high osmotic pressure in the tubule, usually due to the presence of Na⁺ and Cl⁻ ions. However, the term "osmotic diuretic" is applied to non-electrolytes — mannitol, laevulose and urea — which are not appreciably metabolised, filtered freely at the glomerulus, but undergo limited reabsorption in the renal tubule. Thus they increase the osmolarity of the tubular contents considerably and so limit the reabsorption of water. If water is not reabsorbed, the increased tubular flow rate reduces the opportunity for electrolyte reabsorption, and the amount of ions excreted is increased. The effect on

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Queen Cosmetics STOCKISTS REQUIRED

The unmistakeable purity of the hypo-allergenic contents of Queen Cosmetics has sold these beauty products on reputation and recommendation alone since 1927.

So subtly flattering, so very good for the skin, these cosmetics are true beauty aids in every sense. This year, a marketing campaign is commencing and you will be asked for the products by name.

Small initial stock requirement.

Generous 40% Gross Margin.

Interested stockists contact:

Mr David Lees Managing Director
Queen Cosmetics 34b High Street
East Grinstead West Sussex RH19 4HB



electrolyte excretion is, however, relatively small. Mannitol also causes renal vasodilatation, thus increasing the glomerular filtration rate (GFR). Oral isosorbide also acts as an osmotic diuretic and is well tolerated, being used occasionally for treating glaucoma and ascites.

Osmotic diuretics may have special advantages over drugs which interfere with the secretion or reabsorption of ions. If the GFR is reduced acutely, for example by shock or hypovolaemia, the small amount of electrolyte filtered is reabsorbed completely and interference with this process using normal diuretics has little effect. Provided the integrity of the tubules has not been compromised by ischaemia or some other pathological process, the filtered osmotic agent will still not be reabsorbed and so urine flow will be increased.

Xanthines, notably theophylline, enhance renal blood flow and so increase the GFR. They may also increase Na^+ reabsorption in the proximal tubule. They potentiate the action of other diuretics and may help restore responsiveness to these if their activity has declined.

So, potassium loss is produced by carbonic anhydrase inhibitors, thiazides and, to a lesser extent, loop diuretics. Osmotic diuretics are neutral in this respect, while mercurials and the potassium sparing diuretics conserve potassium. The effect with the former is due partly to increased urine flow in the distal tubule where K^+ is secreted, thus diluting the K^+ and promoting its loss, and partly to an increased concentration of Na^+ , making more available for exchange with K^+ .

If there is significant renal impairment, eg in elderly patients, potassium sparing diuretics may induce *hyperkalaemia*.

Other actions

Vasodilatation: Thiazides also have systemic vasodilator properties, useful in the treatment of hypertension. However, this results in a reduced glomerular arteriolar pressure and so a reduced GFR. Thus they must not be used if renal function is seriously impaired, since they then comprise what little remains, especially in the elderly.

Diabetes insipidus. This is usually due to pituitary deficiency and so is normally treated by the administration of antidiuretic hormone (ADH) in the form of desmopressin or lyspressin. However, in some patients the disease is of renal origin, often hereditary, or may be due to lithium toxicity. In these cases the condition is resistant to ADH treatment.

Thiazide and related diuretics will, paradoxically, decrease urine output in diabetes insipidus of both pituitary and renal origin, though the mechanism is unclear. Possibly, the reduction in Na^+ and extracellular fluid volume which occurs in

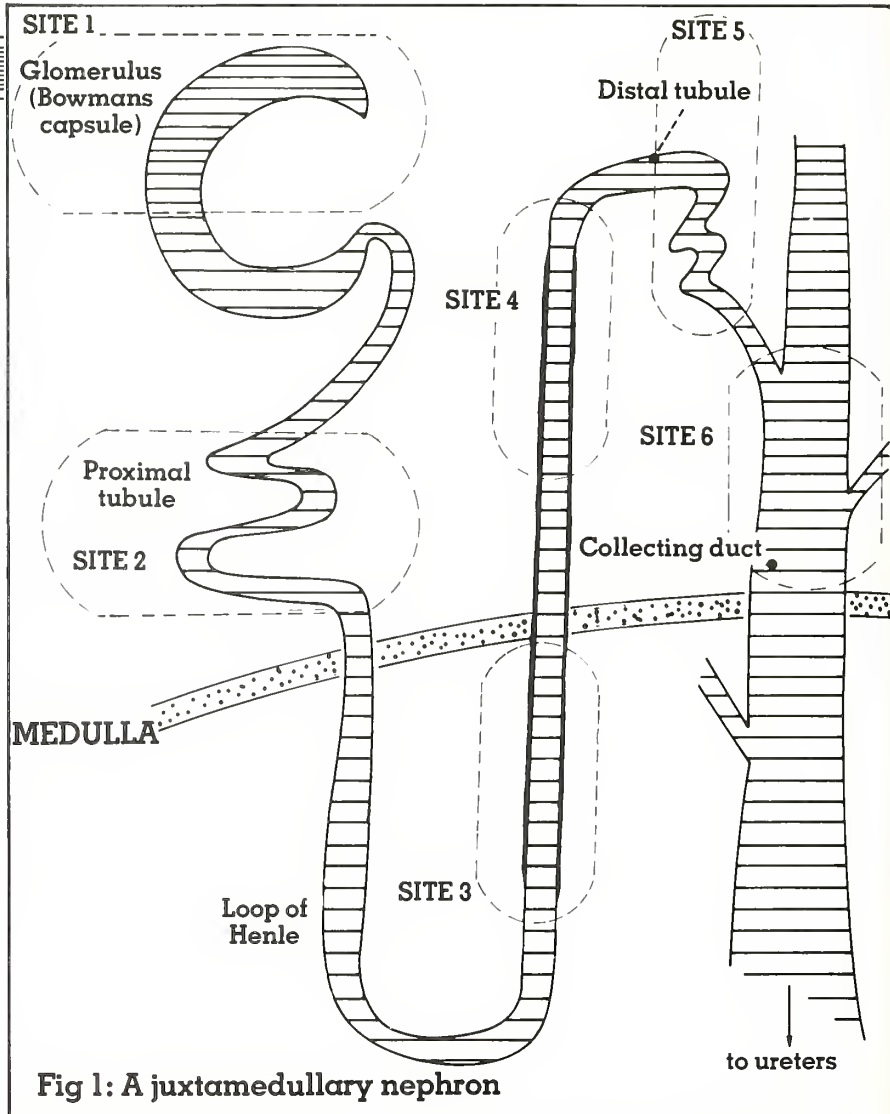


Fig 1: A juxtamedullary nephron

the first few days of diuretic treatment results in a reduced volume of filtrate with a low sodium concentration. A greater fraction than usual of the sodium is reabsorbed, taking water with it, so a smaller volume of filtrate is delivered to the distal tubule. Additionally, the reduced flow rate in the collecting ducts allows the reabsorption of more water. These effects are enhanced by restriction of salt intake.

Excretion of other cations: There is a general correlation between the excretion of sodium and calcium, so most diuretics increase calcium loss. However, thiazides decrease the renal excretion of calcium by up to 40 per cent and so are used to treat *hypercalciuria* (excessive calcium excretion) due to hypoparathyroidism, hyperthyroidism, sarcoidosis, renal disease, or other unknown causes.

The excretion of magnesium is enhanced by thiazides and loop diuretics, so prolonged use may lead to *hypomagnesaemia*, resulting in widespread neuromuscular, central nervous and gastrointestinal disturbances.

Lithium excretion is reduced by thiazides, so great care must be exercised if the two drugs are used together. This is exacerbated by low sodium intake. Zinc depletion may also occur with prolonged use of high dose thiazides, leading to dermatological and other problems.

Anion excretion: Iodide and bromide are excreted along with chloride. This may

cause a slight, usually insignificant, iodine depletion. Thiazides may be used to manage bromide intoxication.

Glucose tolerance: Thiazides and, to a lesser extent, loop diuretics impair glucose tolerance and may precipitate diabetes mellitus in susceptible subjects, or interfere with the control of established diabetes. The potassium sparing diuretics and carbonic anhydrase inhibitors have a similar, much smaller, effect. It is possible that hypokalaemia contributes to the problem by inhibiting insulin secretion.

Gout: Thiazides and loop diuretics reduce the renal excretion of uric acid and so increase blood urate levels. Hyperuricaemia is a risk factor for coronary artery disease and may also cause kidney damage through the formation of urate stones.

Serum lipids: Thiazides and loop diuretics decrease the levels of high density lipoproteins (HDL) and increase those of low density lipoproteins (LDL), thus decreasing the HDL/LDL ratio. This is probably a risk factor for coronary artery diseases.

The magnitude of the effects on glucose tolerance, gout and serum lipids are dose related, and the associated risks are relatively small at the lower dose levels, eg equivalent to 2.5 or 5mg bendrofluzide daily.

Part Two — uses and adverse reactions — will be published next week.

Chemist & Druggist 9 November 1985

The basic ideas behind contract

Replying to Mr Ritchie (*C&D* October 19) perhaps I can simplify matters by considering the fundamental intention behind our contract to supply NHS pharmaceutical services.

The basic principle of our contract is that the pharmacist provides NHS medicines under certain terms to patients alone and is augmented by various trading activities. These represent 30 per cent of the whole for the small operator.

In rural districts, the NHS contract seldom provides an adequate living to a pharmacist proprietor or manager. The reasons are twofold: loss of traditional business to the county town shops and supermarkets and loss of NHS prescriptions to dispensing doctors.

In towns, the circumstances are different. If, as happened in my area, the Macarthy's group supplies both pharmacy and dispensing doctors, they and their shareholders take the profit from supplying both parties. In Princes Risborough in May, Savory & Moore opened the fourth pharmacy in this town of 8,000 inhabitants. In doing this they have increased the cost of NHS services to the taxpayer by reducing prescription numbers per pharmacy and have joined the ranks of the leapfroppers.

When such actions are taken by a public company in the interests of its shareholders, it is quite clear to me that such a company's actions are no longer acceptable to the profession of pharmacy.

Vestric supplied the dispensing doctors who supplied a drug store in Port Isaac recently. Admittedly Vestric have never owned a chain of pharmacies, but Mr Worling, a distinguished pharmacist himself will, I hope, write to the dispensing doctors to establish the fact that those pharmacists and doctors who supply medicines have a duty to know the law relating to such supply.

Now that Glaxo are seeking easier profits from the Gx range and AAH has extended the range of its holdings, who is to say where the public companies will seek their profits next? Possibly AAH

might make a bid for Underwoods.

All this reinforces my conviction that "pharmacy for the pharmacist" is a phrase which rings as true now as it did when I first heard it some 45 years ago.

Keith Jenkins
Wendover.

Significant?

I am surprised you see Ashwin Tanna's contract survey as significant. The PSNC and other official bodies have made no attempt to have any democratic vote. The PSNC has obviously been correct in its assumption that the vast majority of present contractors would have given the contract proposals their approval.

This merely shows that most people will vote for restrictive practices when such practices will limit competition and increase the value of their businesses. The same people no doubt decry the practice in others, particularly trade unionists.

Dr P.R.E. Norton, MPS
Aylsham, Norfolk.

☐ The result of the survey backs up what PSNC has said all along, that 90 per cent of contractors support the new contract package. What is significant is the depth of feeling it reveals — the high response rate provides evidence of this — Editor.

Personal views

In reply to my friends and colleagues in the Isle of Man (*C&D*, Letters, October 26), I have no hesitation in stating that the views I expressed in an earlier letter were my personal views, and were not necessarily representative of the BPA(UK) or the Manx Chemists' Association of which I am honorary secretary.

I also confirm that none of the signatories who replied to my letter from the Island are BPA(UK) members. Maybe they do not need to be as they have the benefit of my services already!

Furthermore, I deplore that Mr David Sharpe, PSNC chairman, has seen fit to release to the Press a private letter written by me on behalf of the Manx Chemists' Association to Mr Alan Smith (PSNC chief executive) on August 31, in which the

MCA gave him the opportunity to explain his claim that the England and Wales contract would improve the pharmaceutical services so that we could negotiate a separate contract for the Isle of Man. However, he and his colleagues from the PSNC will always receive a warm welcome on the island despite my personal grave doubts about their ability to represent pharmacists who would have been forced out of business because of the PSNC's stance in England and Wales.

I am pleased that my opinion of the PSNC's negotiating ability is of some concern to Mr Sharpe!

Charles Flynn
Douglas, IOM.

Gx nonsense!

GX Ltd have stated their range will not increase the NHS drug bill, but will save money. If all the doctors currently prescribing branded products decide to change to the Gx equivalent, the saving to the NHS would be £35m to £40m per year.

What a lot of nonsense! I would suggest that if all doctors decided to prescribe generically, but excluding Gx branded products, then the total saving to the NHS would exceed more than £100m per year.

We as a profession should be placing our energies in ensuring the standardisation of the colour, sizes and coding for the current range of generics available on the market. Perhaps those products where a full product licence is held by the originators may be entitled to use a proprietary name, and all other products should be regarded as generics.

The introduction of generic prescribing would reduce cost to the taxpayer more than the limited list will. According to the DHSS more than 80 per cent of prescriptions are still written for the proprietary products. To add to this we now have branded Gx products which cause greater stock holding problems for the pharmacists and cannot be beneficial to the NHS at a time when the Government is committed to sensible economic cuts wherever possible. If pharmacists have to claim the broken bulk on Gx products, this would again cost more to the NHS.

Ashwin Tanna,
London.

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Underwoods 'delighted' with stock market debut

The Underwoods sale of shares attracted over 64,000 applications and saw the minimum 115p tender price 22 times oversubscribed (see C&D October 26, p772).

Even at the price of 180p, struck by Underwoods and their advisers, there was a seven-fold oversubscription. This price gives the company a value of £49m. Applications for fewer than 1,000 shares will get 100, says the *Financial Times*, and those for over 1,000 get 10 per cent of the number applied for.

Chairman Harry Woolf said he was delighted with the response. "It's a vote of confidence in the company and its people. A lot of credit goes to our professional helpers who are individually good and as a team worked brilliantly. But even they can

only work with what they've got". Mr Woolf said he had expected a very good response, because of the high profile of Underwoods in the city.

Donald Wells of the company's merchant bankers, Morgan Grenfell, said the area has been seeing "considerable investor appeal — perhaps assisted by the good figures coming from the store sector generally".

The striking price should give a good general mix of institutional shareholders and investing public, said Mr Wells. "If we had struck it higher we might have cut out some of the institutional investors, whom we naturally want to remain as shareholders".

Dealing started on November 5 and the price reached 210p before settling at 204p.

NCT calls for VAT exemption

More small firms should be taken out of the VAT net, according to the National Chamber of Trade's pre-Budget recommendations.

In its paper to the Chancellor, the NCT complains that not enough is being done to provide for the injection and retention of funds in very small businesses. Among the measures suggested is a VAT exemption threshold lifted to £50,000 — with no increase in the VAT level.

To encourage small businesses to plough back profits, tax relief should be given on a proportion of profits set aside in an "investment reserve," says the Chamber. This would be on condition that the monies were used for the approved purposes within ten years.

The Business Expansion Scheme is criticised for its "anomalous restrictions." The NCT suggests extending tax relief under the Scheme to encourage investment by people engaged in the business, and to include unincorporated firms.

An immediate general review of Capital Gains Tax is called for. Failing this, the Chamber demands urgent consideration of the position of family company directors. At the moment they must be "full-time working directors" when disposing of their shares in order to qualify for relief. The NCT proposes

extending the relief to those who want to keep their shares during semi-retirement.

Other recommendations are relief for people over 50 facing compulsory purchase, and capital allowances for commercial premises.

Trippier plans business code

Small Firms Minister David Trippier has set up a working party to find a code of practice for businesses.

Mr Trippier is bringing together the Institute of Directors, the Institute of Purchasing and Supply and the Confederation of British Industry, and hopes the code will be ready by the end of the year.

A recent survey by Taylor Nelson for the IOD shows 77 per cent of the businessmen questioned supporting proposals for a code of practice. The same proportion said there was a serious problem about prompt settlement of accounts by large companies.

Graham Mather, head of the IOD policy unit, says: "There can be no doubt that smaller businesses are facing a sharp cash squeeze as a result of high interest rates and of the payment practices of some large companies, themselves keeping a close watch on cashflow."

Glaxo Group seek permission for phase 5 of a research development at the Glaxo site at Ware, Herts, totalling 21,770 sq m.

P&G spend £17m on UK plant

Procter & Gamble are investing £17m at their Trafford Park factory, Manchester, to build their first UK production line for Pampers disposable nappies. The brand is currently manufactured and imported from West Germany.

The new facility will employ 175 people, the majority of whom will be redeployed from other work at Trafford Park. Construction work is expected to start shortly and be completed by the end of 1986.

Mr Jan van Horne, general manager for personal care products, said: "The investment not only enables us to manufacture Pampers locally, but represents a further commitment to our future in the UK."

The decision to locate the plant in the UK was "significantly helped" by the availability of an industrial development grant.

Kirby Warrick — OTC side goes

Kirby Warrick have confirmed that their separate OTC sales and marketing operation was terminated at the end of October (see C&D last week, p812).

All the company's products will now be handled through a unified sales and marketing team.

No change has been made to distribution arrangements for any of the products handled by the OTC operation. These will still be available as usual through wholesalers.

Fisons buy pest and weed range

Fisons are paying £4.7m for the home and garden business of Murphy Chemical Ltd, a subsidiary of Dow Chemical.

The division markets products to control pests and weeds. Its brands include Tumbleweed and Tumblemoss. Fisons chairman and chief executive J.S. Kerridge describes the purchase as "another step in the development strategy of the division."

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Countering the counterfeiting

Proposals to fight counterfeiting have been taken up by the European Parliament and may become law by July 1986.

Measures to stop the circulation of counterfeits within the EEC would include allowing customs officials to impound suspected goods. The proposals must now be adopted by the Council of Ministers. "It's probably hoped that they'll be adopted by Christmas," said a European Parliament spokesman, "giving six months for the legislative process."

Robin McCullough of the Cosmetic, Toiletry and Perfumery Association commented, "Somebody in Europe has actually woken up to the idea that this is really a serious problem in Europe. I hope this will encourage the British Government to take a similarly positive line."

The Association works closely with the

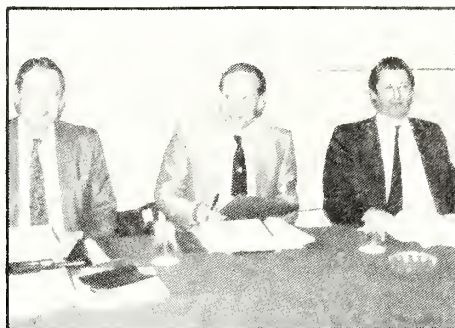
Anti-Counterfeiting Group, and last year sponsored their attempt to get a Private Members' Bill adopted. This tactic is planned again for the new Parliamentary Session.

"The Government has a tight schedule and points to the existence of the Trade Descriptions Act. But one of the points to the Bill is that there is a specific offence other than breaching a trade mark. So we need severe penalties to match that offence. After all, we lose thousands of pounds through this problem," said Mr McCullough.

De Witt expand

De Witt International last week held the first meeting of their European distributors.

Sales in this area have doubled over the past year. From the UK, De Witt supply over 100 countries — all except North America, the base of the parent organisation.



Vestric's plans to develop Vantage own-label products were discussed at a senior management conference in October. As part of AAH Holdings the company hopes to increase the range of generic products under the Hillcross label available through Vestric. At the conference top table were Peter Worling, managing director (left), A.W. Revell of AAH (centre) and David Taylor, Vestric's marketing director (right). The company hopes to increase Vantage membership and hopes the television advertising will encourage more pharmacists to join

Glaxo Pharmaceuticals have applied for six headquarters/research buildings totalling 16,700 sq m and to refurbish buildings after demolition of 18 buildings totalling 24,150 sq m at Greenford.

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Sinutab Champagne phone-in

The following Pharmacists have won a bottle of champagne in the Sinutab phone-in competition, after seeing the preview of the new television commercial.

Miss P Amin, Alpha Pharmacy, London W6
 Mr Barker, Elliott-Godfrey, London W12
 Daniel Bass, Underwoods, London W2
 Jacqueline Bishop, Burrows & Close, Lenton, Notts.
 Mr Bristow, Alan's Chemist, Wollaton, Notts.
 Mr T B Cain, T J Maley, Port Erin, Isle of Man
 Jeannie Calland, Queen Elizabeth Hospital, Edgbaston
 M Goldman, Nat. Co-Op Chemists, Ravensthorpe, West Yorks.
 Mr Grandridge, Clowne, Chesterfield
 Mr Harcomb, Sells Chemist, Stanforth, South Yorks.
 Mr J Langer, London E2
 Alison McWee, Glasgow G45
 Dennis Marks, Stratford Upon Avon
 R S Marsden, Rawmarsh, Yorks.
 Mr D A Patel, Watford
 M B Patel, Severn Chemist, Oadby, Leics
 Mr G Patel, Corveby Pharmacy, Aberdeen
 J S Patel, Worcester Park, Surrey
 K J Patel, Boots Haywards Heath, Surrey
 Mrs P J Patel, DiDICO Pharmacy, Mitcham, Surrey
 Mrs A L S Peck, Bullalow Ltd, Radford, Coventry
 Mr Rajinder, R S Pharmacy, Kingstanding, Birmingham
 Jean Ringshaw, Deme Pharmacy, Horsham, West Sussex
 Jeremy Rubin, Underwoods, London W1
 Miss P D Scarborough, G K Chemist, Quedgeley, Gloucs.
 Amanda Simpson, Bullalow Ltd, Heanor, Derbys.
 Mr D J Stevens, Paydens, Edenbridge, Kent
 Mr Taylor, Weybridge, Surrey
 Patricia Verrall, Barbara
 Slingsby Chemist, Harrogate.

Many thanks to all those who took part.

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Sunday trading: MPs for...

About 72 per cent of MPs back Sunday trading, according to a Mori poll published by the Federation of Multiple DIY Retailers.

The Federation — which believes Sunday opening would create at least 250,000 extra jobs — claims 80 per cent of Conservative members and 59 per cent of the Opposition would support the Auld Committee's recommendations, with the assurance that employees would still have existing rights. Converted into votes the Mori figure would mean a majority of 182 — an increase of 62 on May's debate, says the Federation (see p826).

...or against?

Claims that even most Opposition MPs favour unlimited Sunday shopping have been described as "preposterous" by the shopworkers' union general secretary.

Bill Whatley said 154 opposition members had voted to oppose deregulation in last May's debate. He was replying to a statement from the DIY Retailers' Federation that opposition MPs would back the repeal of the 1950 Shops Act. "If anything, more MPs of all Parties, but especially Labour members, have come to accept the need for keeping legal control of shopping hours since that Commons vote" said Mr Whatley.

He dismissed claims that more jobs would come with extra Sunday opening as nonsense. "In fact, fewer real jobs will exist if much trade is switched to Sunday".

Revlon battle: Pantry Pride win

Revlon have lost their battle against US store chain Pantry Pride's takeover bid.

The company had announced plans to accept an offer from New York investors Forstmann Little (see *C&D* October 12, p679). But the arrangement, under which Revlon would have sold off their beauty products and two chemical businesses, came up against a Supreme Court decision blocking the "lock-up" option.

Pantry Pride, whose offer had gone up to \$58 a share, have seen losses of \$7.8m in

the year to August against net earnings of \$9.9m in 1984, according to the *Financial Times*.

New CRC standard from BSI

The new British Standard for child resistant containers is now available from the British Standards Institution.

BS 6652 revises BS 5321 (Reclosable pharmaceutical containers resistant to opening by children) and extends it to household and DIY products. Both standards remain until changes in DHSS regulations are made.

The revision specifies requirements and test procedures for a type test for packagings designated as child resistant. It applies to reclosable and non-reclosable "single use" packs. Preference is given to sequential testing.

BS 6652 (£16.50 — £6.60 to subscribers) from Sales Department, British Standards Institution, Linford Wood, Milton Keynes MK14 6LE.

"Varnish not a hazard" — CTPA

The Cosmetic Toiletry and Perfumery Association is opposing proposals that certain nail varnishes should have child resistant closures.

The Department of Trade and Industry is proposing that products with more than 25 per cent toluene should be controlled under new child resistant packaging Regulations. A CTPA spokesman told *C&D* that it was difficult to say how many brands would come under this category but it was "a reasonable proportion."

In seeking exemption from the proposals, the CTPA is arguing that nail varnishes do not constitute a real hazard because of their bitter taste, viscosity, small volume and narrow-necked bottles.

Jeffrey Martin Ltd are now operating from PO Box 274, Sterling House, 165/175 Farnham Road, Slough SL1 4XJ (tel 0753 820743).

Antigen International are transferring their business to Boehringer Ingelheim, who now take all orders at Ellesfield Avenue, Bracknell, Berkshire RG12 4YS. Antigen's sales manager, Paul Duffy, will still deal with contracts, correspondence and technical queries.

Get together

The board of Wiveda, Germany, met with their Unichem counterparts at Chessington this week.

The meeting was a "getting to know you" exercise, before a three-way board meeting in March 1986 with OPG of Holland to discuss fuller exchanges between co-operative wholesalers.

Eli Lilly have announced an 11 per cent increase in sales for the third quarter of 1985 over the same period last year. Sales gains in pharmaceutical, medical instrument and cosmetic products led the growth.

COMING EVENTS

Tuesday, November 12

East Kent Branch, Pharmaceutical Society. The Ship, Faversham at 8pm. Professor D. Ganderton, Chelsea College on "The pharmaceutical contribution to drug administration."

Leicestershire Branch, Pharmaceutical Society. Mr Mike Allen, consultant in accident & emergency, LRI on "Sports injuries."

Lanarkshire Branch, Pharmaceutical Society. Garrison Hotel, Merry Street, Motherwell at 8pm. Dr D. Bailey, University of Wales, Institute of Science & Technology on "The curious history of contraception."

South West Metropolitan Branch, Pharmaceutical Society. lecture theatre B, St George's Hospital Medical School, SW17 at 7.15pm. Dr D. McIntosh, senior inspector, Home Office (Drugs Branch) on "Drug abuse."

Stirling Branch, Pharmaceutical Society. Park Hotel, Camelton Road, Falkirk at 8pm. Mr J. Macrae, health education officer, Fife Valley Health Board, on "Health education — the pharmacist's role."

Wednesday, November 13

Crawley Branch, Pharmaceutical Society. Boots, Crawley, at 7.30pm. R. Blyth, editor, *Pharmaceutical Journal* on "Some aspects of pharmaceutical reporting."

Isle of Wight Branch, Pharmaceutical Society. Postgraduate teaching centre, St Mary's Hospital at 7.30pm. Dr P.J. Nicholls, Head of Pharmacology, Welsh School of Pharmacy, Cardiff on "Drugs treatment and the elderly."

Scottish Borders Branch, Pharmaceutical Society. Peel House, Peel Hospital by Galashiels at 7.30pm. David Croan of Galashiels on "Home winemaking."

Thursday, November 14

Dundee and Fife Branches, Pharmaceutical Society. lecture theatre three, Ninewells Medical School at 7.30pm. Mr W.A. Jackson on "Pharmacy antiques."

Glasgow Branch, Pharmaceutical Society and Guild of Hospital Pharmacists. Glasgow Group, room one, McCance Building, University of Strathclyde, Glasgow at 7.30pm. Dr R. Mitchell, director, Glasgow and West of Scotland Blood Transfusion Service, on "Recent developments in the blood transfusion service."

Halifax Branch, Pharmaceutical Society. The Ridings Restaurant, Halifax Road, Shelf at 7.30pm. Annual dinner meeting. Dr T.G. Booth, president of the Pharmaceutical Society of Great Britain will give the after-dinner address. The cost will be approx £8.00. Contact Barbara Burnby on Halifax 248675.

Bradford and Halifax Branch, National Pharmaceutical Association. Victoria Hotel, Bradford at 8pm. Mr Michael Ramsden, senior assistant administrator, Bradford FPC on "Current FPC affairs."

Manchester, Salford Branch, National Pharmaceutical Association. board room, Prestwich Hospital, Prestwich, Manchester at 8pm. Annual meeting.

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Czech mate

Essex pharmacist Miall James has been given a cheque to check the Czechs.

Mr James, a freelance consultant from Benfleet, has been awarded a British Council grant to study methods of medicine supply for the aged and handicapped in rural areas of Czechoslovakia. He will set off on November 25 and spend two working weeks travelling round the country. Mr James applied for the general grant after seeing a newspaper advertisement. "Things went back and forth for about a year and then they told me I'd got it. Now I'm filling in forms in quadruplicate."

The Czechoslovak authorities will provide an itinerary, and Mr James will spend some time in Prague. "I've been on a study tour of Bulgaria, but nothing quite like this," he says. "It's certainly going to be different."



The Nottingham DUMP campaign's chairman, Henry Howarth, FPS, displays a 2lb jar of leaden arsenic collected during the project. Mr Howarth, a past president of the Pharmaceutical Society, led the week-long programme which collected nearly two tons for disposal by the Nottingham University School of Pharmacy

Pharmacy's past published

The sixth book in Leslie G. Matthews' historical series sponsored and published by Merrell Dow has the title "Regional Guide to Pharmacy's Past."

Copies were presented to members of



New members of the Pharmaceutical Society gathered in Edinburgh for the Scottish Department's registration ceremony in mid October. Pictured with the twenty-two newcomers are Scottish Department chairman Mrs B.C. Montgomery, FPS and PSGB president Dr T.G. Booth, FPS

the Pharmaceutical Society's Council this week, the occasion being marked by a dinner at which many tributes were paid to Mr Matthews — the "doyen" of pharmaceutical historians, now well into his eighties (and a "life member" of the Society, at a cost of nine guineas, since 1920!).

M&B 1986 winner

Pharmacist Colin Hardman is winner of the 1986 May & Baker Community Pharmacy Award.

At a presentation ceremony he was given a cheque for £800 to enable him to research his paper into the role of community pharmacy in terminal care.



As part of a presentation at the Wellcome Foundation's Crewe headquarters, members of the South Cheshire Branch of the Pharmaceutical Society were shown around the company's museum. Pondering the past are (l to r) Ian Hampton, Bill McKeith, Liz Cassidy (chairman), with Frank Hinds, Wellcome's commercial manager (medical and consumer division) and in the back row, secretary John Hassal and Steven Williams. The visit was set up by the North West Pharmaceutical Group

New people at Milupa

Three appointments have been made at Milupa, where new products are expected within the next few months.

Eric Bates, previously general sales manager, becomes marketing manager. Heading the sales force is Graham Ford, from Ciba-Geigy Consumer, and Joe Eastwood comes from Wyeth to be scientific manager.

"We are now organised to take quick advantage of the innovations coming from our research and development division," says managing director Trevor Bell.

Aerosols International: Tony Dowsett becomes director, having previously been production manager for the company.

ICI pharmaceuticals division: Dr P. Doyle, currently R&D director of ICI plant protection division, has been appointed deputy chairman and technical director of ICI pharmaceuticals division from January 1. He will succeed Dr W.A.M. Duncan, who is to become chief executive of Coopers Animal Health Ltd.

Postscript

The latest American brainwave is a scented cigarette lighter for cars. The Scentron fits into a motor's lighter slot and fills the air with sweet smells: rose, vanilla, floral bouquet or citrus. Some Lincoln-Mercury dealers are even giving them away — with every 1986 Lincoln, that is. And if the air gets too fresh, the Scentron can light your cigarette as well.



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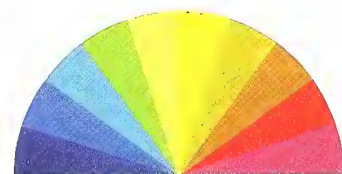
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